

AMERICAN

Central Markets Issue

FIRE AND WEATHER

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

SEPTEMBER 1960



419

Rugged, Long-bodied, Meat-Type REGISTERED BULLS

This offering of top-quality bulls features some of the best English and American Hereford blood-lines with long records of proven meat-producing ability. In addition, we have the largest collection of registered Charollais bulls ever offered for sale in America.

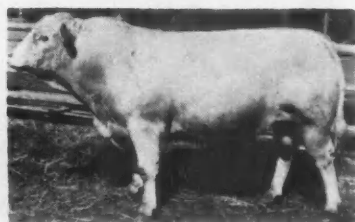
Both Herefords and Charollais are of serviceable age, in good flesh, but not highly fitted. Many are now on Record of Performance Test and the results are available. All bulls will be FERTILITY TESTED and sold at private treaty.

236 Hereford Bulls



- 80 YEARLINGS, Atok Tiberius breeding
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- 80 YEARLINGS, Helmsman, Regality and Setrite
- 24 YEARLINGS, Baca Domino and Flashy Triumph
- 12 TWO-YEAR-OLDS, Lamplighter breeding

163 Charollais Bulls



Yearlings and Two-Year-Olds that will add up to 20% more weight to your calves at weaning time. Most are $\frac{3}{4}$ and $\frac{7}{8}$ Charollais ($\frac{1}{4}$ to $\frac{1}{8}$ Angus or Hereford) and all are registered Certified Improved Charollais. They are high-altitude bred from herds in Wyoming, Montana and Colorado. All are rugged, vigorous individuals.

Charollais-Cross Breeding Stock, Steer Calves



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400 to 500 CHAROLLAIS-CROSS STEER CALVES . . . A real find! An unusual opportunity to get a good number of Charollais-Hereford and Charollais-Angus feeder calves. All are high-altitude raised in Wyoming, Montana and Colorado from Certified Improved Charollais bulls. Some Yearlings also available.

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FRANKLIN PINKEYE POWDER

Inhibits bacterial growth with penetrating and long-lasting effect. Powder dissolves in eye fluid. Plastic puffer tube.

FRANKLIN PINKEYE TREATMENT

A liquid in flexible plastic spray bottle, convenient and effective. The formula contains the six ingredients most helpful in correcting Pink Eye trouble.

Both Powder and Liquid are excellent treatments for all types of minor wounds in livestock.

Detailed data on Franklin products set forth in the complete Franklin Catalog free from local dealer or any Franklin Office.

O. M. FRANKLIN SERUM COMPANY

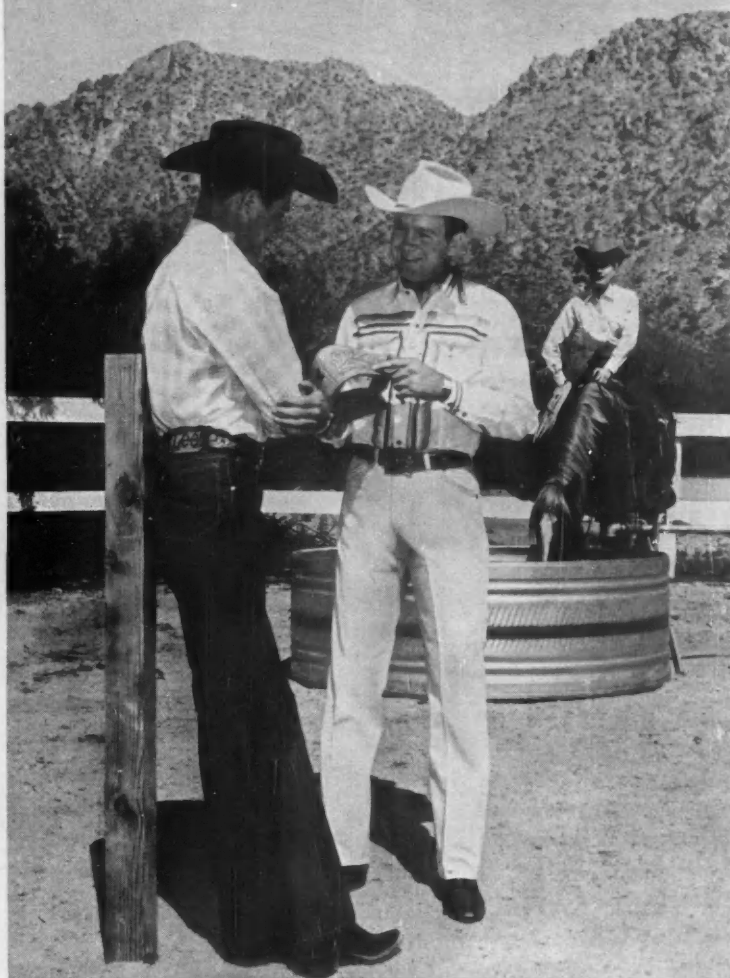
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Now there are two kinds of WESTERN LOOK!



Lee RIDERS. Above left, rodeo champion Guy Weeks wears Lee Riders, authentic Western cowboy pants. The rugged wear of Lee Riders has made them the favorite jeans of guys and gals of all ages.

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Letters To THE EDITOR

LONG-TIME MEMBER ILL.—Father, F. E., Senior, is seriously ill and will be confined to bed for about a month. Range conditions are extremely dry but ample cured feed is on hand. Some smaller strings of cows are selling out for lack of feed.—**Ken Messersmith**, for F. E. Messersmith & Sons, Alliance, Nebr.

PICTURE CREDITS—Cover (taken at Denver Yards) and p. 23 by Peter Appleton; pp. 11 and 12, St. Joseph Yards; pp. 16, 18, 20, 21, 22, 24 and 26, USDA; p. 17, Oklahoma Yards; p. 28, Idaho Cattlemen's Assn.

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American Cattle Producer

They're worth more if they're **Black**



Angus cows produce world's most wanted calves

What a calf! *Sound and sturdy and full of red meat!* A real pacesetter of progress.

That's why an Angus cow is called "Queen of the Brood Cows." She produces the kind of calves most wanted by beef men everywhere.

Wanted by better breeders

To begin with she'll have *less calving trouble*—for an Angus cow has bred-in hardiness—and Angus calves have smaller, polled-shaped heads which helps make calving easier. 95 to 100% calf crops are common in Angus herds.

An Angus cow will furnish a big supply of rich milk calves need for maximum growth and health. And you won't have the miserable trouble caused by snowburned and sunburned udders. What's more, Angus cows don't have cancer eye and seldom have pinkeye—a big profit point to consider.

But most important: she'll produce a calf that's sound and sturdy and smooth, and full of red meat—the world's most wanted calf.

Wanted by better feeders

Yes, men who know cattle—who carefully figure their

feed efficiency, pound costs, disease losses, and total profits want Angus feeders.

Sure they may cost a little more—but they bring more too. Frequently up to \$2.00 or more per cwt. You're not turning your good grain and grass, and hard work into excess bone, belly and brisket—but into beef—quality beef that brings "top of the market" prices.

Wanted by better packers

The packer is the paymaster—and he consistently pays more for Angus. Why? Simply because they dress out more saleable red meat—more meat in the higher priced cuts—definitely *less bone, belly and brisket*.

One more point: *Angus are naturally hornless!* So breeders of purebred Angus have concentrated their time and money and other efforts on producing a better beef animal—while other breeds have been trying, and trying desperately, to remove the horns. It's another reason why Angus are so far ahead.

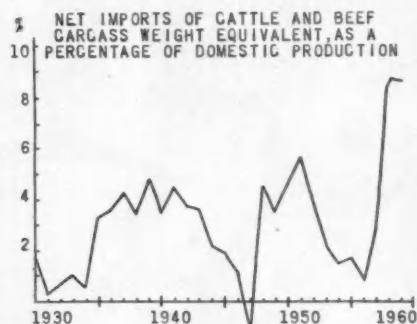
Yes, remember—they're worth more if they're Black.

American Angus Association
3201 Frederick Blvd., St. Joseph, Missouri

Imports Continue

THE EXECUTIVE COMMITTEE of the American National Cattlemen's Association at its Aug. 12 meeting in Denver again expressed concern over the continuing heavy imports of beef and lack of effective import protection in a down-trend market.

To show some details in this situation, the American Cattle Producer has gathered together figures that effectively tell the story. These USDA figures show actual imports of beef and veal for the first half



of 1960 as 204.7 million lbs. against 214.8 million lbs. the first half of 1959.

In the first half of 1960 Australia sent us 59.8 million lbs. of beef and veal (78.4 million in '59); New Zealand sent 60.3 million lbs. in 1960 (61.5 million in

'59). These countries are the heavy cow-beef exporters to our shores. Ireland also sends us large amounts of beef.

Six ships left Australia in the first two weeks of July with 15.9 million lbs. of frozen beef for U. S. ports; four ships left the week of July 18 with 5.5 million lbs. for our ports.

WE ARE NOW well into the third year of heavy beef and veal imports. Total for the 12 months of 1958 was 356.6 million lbs.; for 1959, 520.4 million lbs. If import levels continue through the second half of 1960 at the same rate as in the first six months, it is conceivable that our acceptance of foreign beef and veal could total 509.5 million pounds this year.

In 1959 the net (i.e., exports deducted) carcass equivalent of these imports as a percentage of domestic production was 8.3%; in '58 it was 8.4%. For the years 1930 to 1957 the average was 2.7%. The accompanying chart shows the pattern.

If you figure pickled and boneless beef imports (like our cow beef, nearly all the beef that comes in is low grade, used for processed meat) as a percentage of U. S. cow-beef production, you come up with the striking figures of 29% in 1959 and 19% in 1958. Previous to that these percentages were around 2 or 3%.

These figures show the contrast between what might be considered close to "reasonable" imports, to which the cattle industry does not object, and the heavy recent imports.

IN THE MEANTIME here's what has happened to canner and cutter cattle prices, which take the brunt of the beef imports:

At Chicago the week of Aug. 9, 1958, the price was \$16.90 per cwt.; the week of Aug. 8, 1959, it was \$15.82; in the week of Aug. 6, 1960 the price had dropped to

\$13.12. The markets at Omaha, Kansas City and Denver showed similar drops over the period. And USDA forecasts even a further drop in cow prices because of anticipated heavier cow marketings.

Experts tell us that the effect of heavy imports on cattle prices is about \$1.50 a cwt.

In this down-sliding price situation, how long can the beef cattle industry stand the pressure of continued heavy imports?

Cattle prices as between Brisbane, Australia, and Chicago, U.S.A., were recently given by the USDA as follows: Good steers at Brisbane \$13.18; good steers at Chicago \$25.69.

HOW LONG will the heavy imports continue to come in? Obviously as long as the foreign exporters make a profit. But even if prices slip below the profit level, there will be several months before contracts are cleared, and then imports probably will taper off. During such a period of declining prices, imports would help to depress our own markets further.

Central Market Issue

IN PRESENTING this third Central Markets Edition, the American Cattle Producer wants to extend its appreciation to the many terminal market agencies and officials who have contributed both editorially and through advertising space to bring the story of the central markets to our readers.

As on former occasions, we wish to explain that the Producer takes no stand on how cattle should be marketed. We believe that all avenues of marketing should be open to the cattlemen.

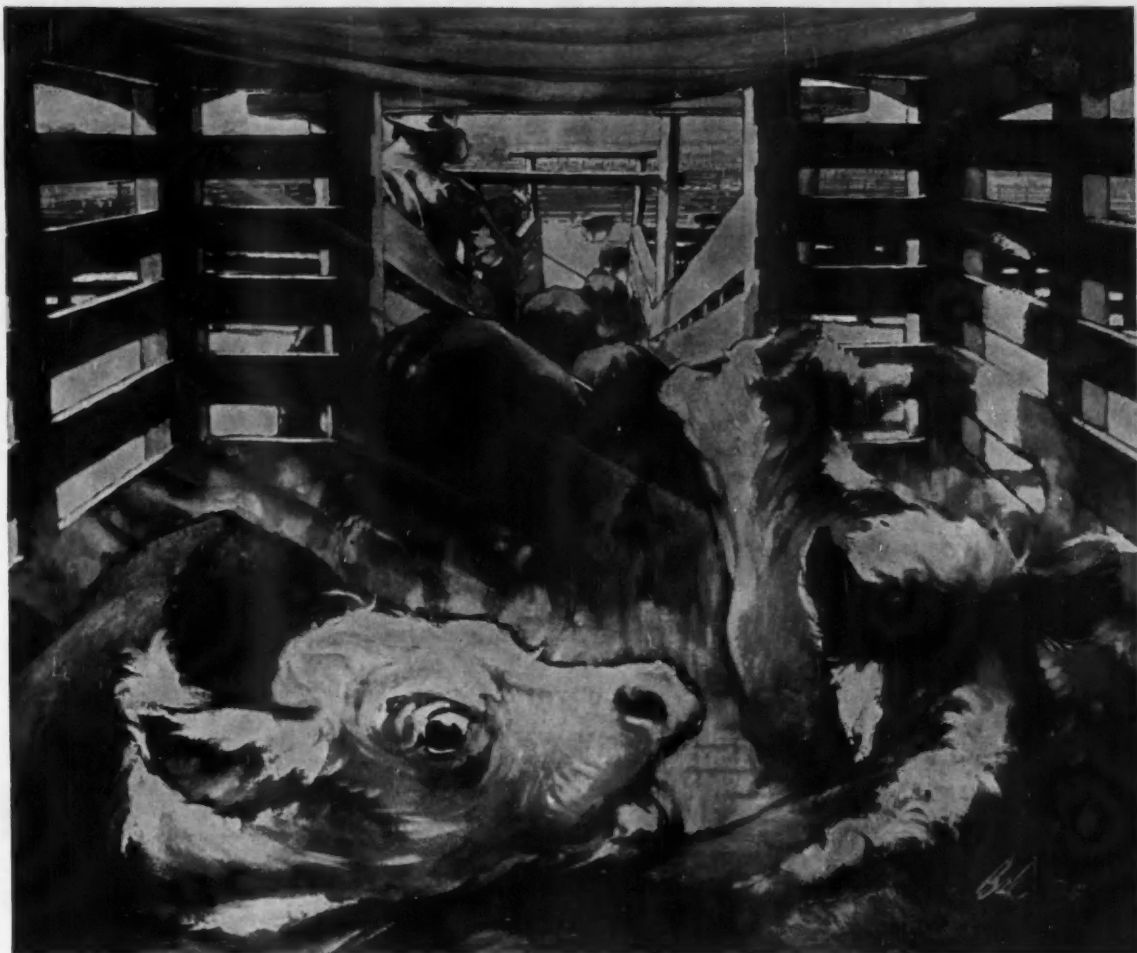
We further believe that all possible information about markets and marketing should be furnished to the stockman so that he may choose the method of selling best suited to his needs.

Want a voice in the people's choice?

Don't pass the buck—

VOTE!





Next Move:

FIGHT SHIPPING FEVER

Bring them from the chutes straight to bunkers filled with Stress Feeds containing Terramycin

There's no telling exactly when shipping fever with all its associated complications is likely to hit.

But one thing is sure, cattle need Stress Feeds containing Terramycin for 5-8 days after they arrive—to help prevent shipping fever or treat the disease in its early stages.

But shipping fever doesn't stop with shipping. It can hit anytime—from when cattle are on range or pasture straight through feedlot to market time—but especially after stress.

Stress Feeds with Terramycin help you fight off the shipping fever complex and keep animals gaining fast.

Stress Feeds contain high levels of potent Terramycin, the wide-range antibiotic. Tests with over 30,000 cattle show Terramycin helped cut losses

from shipping fever by 68.6%...reduced the number requiring individual treatment by 76.7%.

Easy to use: Stress Feeds are made as crumbles, cubes, pellets, meal or mineral supplements for use right on top of your regular program...or as a complete ration or supplement. See your favorite feed supplier for his brand.

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The Lookout

INCREASE SLOWING

The calf and lamb crops for 1960 are larger than last year but the pig crop is down sharply. Numbers of cattle and sheep continue to rise but the rate of increase may be slowing. Volume of feeding is above a year earlier. Seasonal increases in marketing are under way. A high supply and some down-trend in cattle prices are in view for next year. Hog production during 1960 will continue below a year earlier. Production may turn up next year but 1961 slaughter is not expected to show much of an increase over this year.

The calf crop in 1960 is expected to be only 1% larger than in 1959. A higher slaughter rate for cattle and smaller imports indicate that gain in numbers of cattle and calves on hand this year will likely be less than the increase of 4.9 million head during 1959. Cattle prices have trended downward for over a year and currently average about \$3 per cwt. below a year earlier.

Relatively stable fed cattle prices seem probable the rest of this year, but some seasonal declines are in prospect for feeder cattle. Barring an unexpected deterioration in range feed conditions, marketings of grass cattle this fall are expected to be only moderately larger than last fall.

Prospects for profits in cattle feeding this coming season are generally more favorable than those of last season. Prices for feeder cattle this fall will be below last fall by a greater margin than fed cattle. Prices for feed will likely be a little under a year earlier. Because of the rapid build-up in numbers, however, cattle producers and feeders will operate under the threat of a possible bulge in cattle marketings.

The outlook for beef cattle in 1961 has special significance for producers of feeder cattle this fall and to those who fatten cattle for sale next year. In looking at prospects for cattle feeding, one fact stands out—it is that cattle numbers have now progressed to a point where increased marketings of all classes of cattle are almost inevitable. The potential for slaughter in 1961 is considerably greater than in 1960. The key element in price prospects for the next few years is how much slaughter actually does increase. Cattle producers and feeders should be alert to the possibility of a bulge in marketings and lower prices. Unless triggered by a widespread drouth or a marked change in economic conditions, however, the prospect for next year is for gradual rather than sharp changes in marketings and prices.

During the first half of 1960, 10% more cattle and 4% more calves were slaughtered in commercial plants than a year earlier. Weekly slaughter rates in July and early August were above last year, and in the second half of 1960 the slaughter rate for both cattle and calves is expected to total significantly above a year before. Such a rate, together with the small gain in the 1960 calf crop over 1959, plus smaller cattle imports, will slow down the uptrend in cattle numbers but will not halt it. Additions to cattle and calf inventories this year are expected to total about 3 million head. During 1959, additions totaled 4.9 million head.

Prices for hogs will continue above a year earlier this fall and winter, though the margin will likely narrow by next spring if producers carry out their plans. Some further expansion is taking place in sheep production. Lamb prices will probably be seasonally lower this fall but are not expected to drop below prices of late last year.

Production of all red meat in 1960 is expected to be about 27.9 billion pounds, 2% above last year. However, because of smaller imports and the gain in population, supplies per person will be down about a pound from the 160 pounds consumed in 1959.

Generally favorable feed crop prospects in early August and record carryover stocks are expected to result in another record feed concentrate supply in 1960-61. Production of the four feed grains, based on Aug. 1 indications, plus stocks carried over and by-product feed, amounts to a supply above the record of last year.

The national economy showed mixed trends as the third quarter got under way, suggesting relatively stable levels of business activity for the near future. Consumer incomes and expenditures were at record highs, and employment and prices in general held relatively stable. The rate of industrial output held fairly steady, slightly below the peak reached early in the year.

Bureau of Labor statistics show the cost of living rose to a record high in July for the fifth consecutive month. The consumer price index went up 0.1% to a July reading of 126.6. This meant that goods and services bought by the average middle-income city family cost 26.6% more in July than in 1947-49.

—From USDA Reports.

**BLACKLEG
BART**



**MALIGNANT EDEMA
MIKE**



**SHIPPING FEVER
SAM**



BEWARE THESE UNHUNG RUSTLERS!

These ornery, theivin' cusses are always on the loose! A good way to keep 'em from rustlin' your cattle profits is to vaccinate with a top quality vaccine like Blacklegol S-HS. Its potency builds high, long-lasting immunity to blackleg and

malignant edema and seasonal immunity to shipping fever. This is because it is fortified with Alhydrox, the Cutter research development that holds vaccine in the tissue at the point of injection, releasing it slowly for more efficient use.

HANG TWO RUSTLERS AND JAIL ONE WITH...

Blacklegol® "S-HS"

THE ALHYDROX® VACCINE

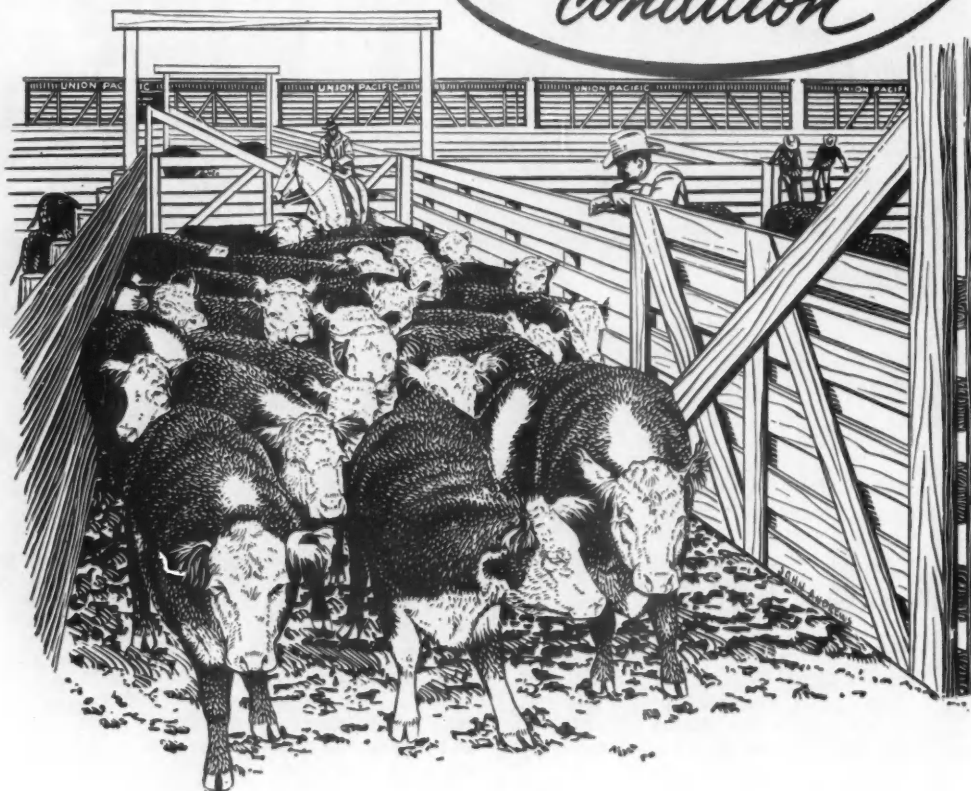


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Use Blacklegol "S" ('double' vaccine for blackleg and malignant edema), another member of Cutter's 'most complete line' of vaccines for range cattle.

**Ship "U.P."
to assure...**

*Good arrival
condition*



Carefully planned rest stops with adequate feed and water en route, avoid weight shrinkage when stock is shipped by rail.

Careful handling over a smooth roadbed... modern stock cars with heat-deflecting roofs, protective sides and flooring... help maintain top arrival condition.

Union Pacific's diesel-powered freight trains operate on time-saving schedules to market centers. Most of the major stockyards in the West are served directly by U.P.

Shippers of all agricultural products will find it pays to take advantage of Union Pacific's constantly improving service.

UNION PACIFIC is part of your farming future



UNION PACIFIC RAILROAD



St. Joseph Yards

What a Central Market Provides

By A. Z. BAKER, President American Stock Yards Association

A central market provides the livestock industry a coordinated unit in an important segment of the livestock marketing system.

The central markets have served and contributed to the development of the livestock industry for nearly 100 years during which they have provided the market facilities and services through and by which a tremendous volume of cattle, swine and sheep have moved from the farms and ranches to processors and distributors and ultimately to the consumers of meat. They were established to satisfy a vital need for dependable markets, competent marketing services and reliable market information.

By 1921 the central markets had become so impressed with public interest that the Congress enacted laws, notably the Packers and Stockyards Act of 1921, to govern the selling and buying and handling of livestock at these markets and to provide the necessary protection for livestock producers in the marketing phase of their business.

In recent years developments in livestock production, transportation, refrigeration and communication have made possible and encouraged the expansion of livestock production in widespread areas, the decentralization of livestock procurement and slaughtering, the multiplication of secondary markets, both public and private, and

the growth of direct buying from farms, ranches and feedlots. The expansion of livestock procurement from sources not subject to regulation under the Packers and Stockyards Act caused the Congress to amend that law in 1958, making it unlawful for any stockyard operator, market agency dealer or packer to engage in or use any unfair, unjustly discriminatory or deceptive practice or device in connection with the receiving, marketing, buying, selling, weighing, handling, delivery or shipment of livestock anywhere in interstate commerce.

By the expansion of the Act the Congress provided basic rules to govern marketing practices, means for comparison of marketing services, and ready procedures for the prosecution of unlawful practices. Effective enforcement of the Act will eliminate many unfair, discriminatory and prejudicial practices, and enable the livestock producers intelligently and confidently to choose the marketing channels suiting their needs.

The central markets, though numbering only around 50, handle a substantial volume of the livestock marketed and slaughtered in the United States. In the most recent year of 1959 central markets provided the facilities and selling services for 19,060,000 cattle, 3,264,000 calves, 34,751,000 hogs and 12,979,000 sheep and lambs, which is equivalent

to 60.4% of the cattle, 25.7% of the calves, 40.9% of the hogs and 59.3% of the sheep and lambs marketed from the farms and ranches of the United States that year.

A central market provides a number of distinct but coordinated services.

It provides a convenient and accessible focal point for the assembly and concentration of an attractive volume of livestock and for the distribution of that livestock to buyers throughout the nation.

It provides suitable stockyard facilities and services for the safe, sanitary and efficient handling of livestock. Every safeguard is provided to avoid and prevent the spread of livestock diseases.

A central market provides favorable conditions for the sale and purchase of livestock at its true value, reflecting national, as well as local, supply and demand. It provides a method of selling in which the seller and buyer are each represented by skilled agents, trading at arm's length, under effective regulation assuring fair trading practices. Its several functions and agencies are coordinated, rather than integrated, to provide an efficient marketing unit.

It provides competent, as well as competitive, selling services by qualified market agencies. Competition, either among sellers or buyers, is not the sole assurance of fair prices. The

central markets were founded on, and still recognize, the need for competent and expert sales agents to represent producers in negotiating the sale of their livestock.

A central market provides competing buyers for the livestock offered for sale. Packer buyers representing adjacent slaughterers, order buyers representing distant slaughterers and feeders, and dealers who buy and sell on the markets assure broad and active demand for livestock during the market hours of the days and the market day of the week.

A central market provides accurate weighing by competent and reputable weighers employed by the stockyard owner and having no financial interest either as the seller or the buyer. The weighing is performed on scales which are installed, maintained, regularly tested and operated under supervision so as to insure accurate weights. The actual weights obtained at the time and place of the consummation of the sales are used as the basis for the settlement for the livestock.

A central market provides reliable and comparable market reports of sales

and market conditions obtained by competent reporters, based on actual observation, examination of the sales records and statements of parties to the transactions who are forbidden by regulation to give any false or misleading information in respect to such sales.

A central market provides prompt and certain payment of the proceeds of the sale of livestock, a time-honored practice which is now required by regulations, guaranteed by bonds and further assured by the diligence of the market agency in collecting the amount of the sale from the buyer.

A central market provides, without discrimination, reasonable marketing services, at reasonable rates and charges and supervised by the USDA.

A central market provides two basic services for the livestock industry: (1) the facilities and services incident to and necessary for the conversion of livestock into a fair number of dollars, and (2) the standards used and useful as a basis for comparison of facilities, services, charges and prices of livestock at different markets. The importance of these services should not be overlooked or discounted.

force (these are the only markets where the farmers or ranchers are represented by a sales force), is evidenced by the fact that 32% of the nation's farm income last year came from the sale of meat animals. Continuing to recognize the importance of livestock to the economy of the farmer and rancher, these markets have improved facilities to render without discrimination the most efficient service provided by any type of market in handling their customer's livestock.

These markets recognize that, while temporarily we may have overproduction of feed grains and farmers may be caught in a cost price squeeze, thereby requiring the highest type of facilities at the lowest cost, meat in the nation's diet will become more important. It is estimated that in 1975 farmers must produce 50% more cattle, 58% more hogs and 28% more sheep if they are to meet the diet requirements of the nation's population. These public markets, members of the American Stock Yards Association, are meeting this challenge by spending large amounts of capital to provide the most up-to-date facilities and services for efficiently receiving, yarding, feeding, watering, selling, buying, weighing, holding, handling and delivering livestock for the nation's farmers and ranchers and to the buyers who are attracted to these markets.

Perhaps the determination of price is the most important single function of the central public livestock market. The price paid for animals at these major markets largely determines the daily price for much of the livestock on our farms and ranches, and thereby influences the national economy.

These markets have facilities that permit the handling of livestock so they will appear at their best when being shown for sale. Good facilities and proper handling are incentives that attract large numbers of livestock. A concentration of livestock attracts buyers and this makes the supply of animals available to buyers for local packing companies, national packing companies and order buyers buying for packing companies located away from the market. Many markets have a distinct advantage in that the packing companies located at the markets require a large percentage of these re-

The Marketing Challenge of the 60's

By DON K. SPALDING, Executive Vice-President, St. Joseph Stock Yards Co.

In the Soaring '60s or the Sober '60s—whatever they may turn out to be—marketing will be one of the most important factors in all of agriculture. In fact, it will be known as the marketing decade.

Livestock production and marketing is big business. In fact, the area served by the **American Cattle Producer**, which includes the north central region and the eleven western states of this country accounts for a high percentage of the United States farm production of meat animals.

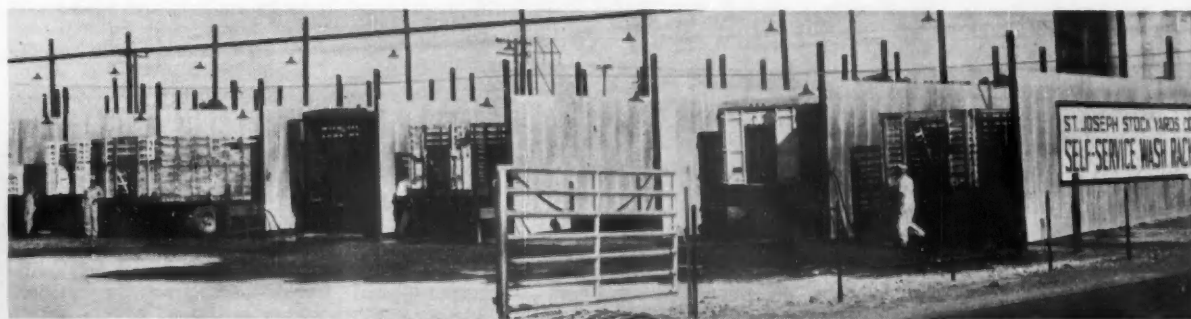
This area will account for almost 90% of the nation's pork supply, 60% or more of the nation's supply of beef, veal and lamb, and something like four-fifths of the meat animal production.

In this area you will find a high percentage of the nation's total livestock

slaughter. In these regions, the terminal markets, or the central public livestock markets as we would call them, are the most important outlet for slaughter steers and heifers. They are an important outlet for other slaughter cattle and calves, and an important outlet for sheep and lambs. These markets since 1940 have held steady or increased slightly in the handling of slaughter hogs.

The question is, "Why have these central public livestock markets maintained or increased their stature in the handling of slaughter animals during the past two decades?"

First, these central markets or terminal markets are the showrooms where values are determined for the produce of the region's ranges and feedlots. The importance of having attractive showrooms and efficient sales



Newly installed truck wash rack, a new service for ranchers, farmers and truckers, at the Saint Joseph Stock Yards.

Your
**DENVER
STOCK
YARDS**

**Working for
All Cattlemen**



Day In and Day Out as Your Most Reliable Market

Your modern, convenient 74-year-old Denver stock yards and cattle market is operating daily with the seller in mind. Here you have more buyers and competition for your cattle. Here you get full value on sales weight and price.

Plan now to ship 'em all to Denver this fall. While country buyers may have quit you, your Denver stock yards is still here to serve you even better.

**FIVE SPECIAL
BELLINGER FEEDER
SHOWS & SALES**
September 22
October 6 and 20
November 3 and 17

**CATTLE AUCTION
EVERY THURSDAY, 10 a.m.**
**Private Treaty Selling
in the Pens
EVERY DAY**

The DENVER UNION STOCK YARD Co.

Tomorrow's Stock Yards—Today

CHICAGO FEEDER CATTLE SALES

SPECIAL SALES

Sept. 30 — Oct. 14 — Nov. 11

16th Annual Show & Sale: Oct. 27-29



Sell Your Feeder Cattle Where Buyer Demand is Unequaled!

With the build-up in feeder cattle numbers, which is evidenced currently, it becomes increasingly important for you to acquaint as many buyers as possible with your cattle. Consigning to Chicago is like exhibiting your cattle in a show-window at the intersection of "Rancher Street" and "Cattle Feeder Avenue!"

For additional information, contact your commission firm, or write to: Chicago Feeder Sales, 116 Exchange Building, Union Stock Yards, Chicago 9, Illinois.

CHICAGO STOCK YARDS

"The Barometer of Livestock Prices"

ceipts for their weekly slaughter requirements. This provides a more stable demand that is reflected in a more even price range with less fluctuation. These markets have modern facilities for receiving both truck and rail shipments. The animals do not need to move very far until they are in a pen equipped with water, sewerage and feeding facilities where they can rest, fill and be ready to be shown as soon as the market is open for trading.

Animals arriving at the market, either day or night (365 days a year) are fed according to the shippers' instructions. It is the policy of the market to make feed and water available to shippers to enable their livestock to regain part or all of the shrink incurred in shipping. The feeding and watering of livestock is important to both the seller and buyer, because, in addition to the added weight, the animal with a normal fill appears more natural and it is easier for the buyer to assess its real value. Such animals do not require feeding if they are to be slaughtered within 48 hours.

This is an age of salesmanship. Perhaps less effort or less thought is given to selling the nation's livestock as compared to the many other agricultural or industrial commodities. This job is entrusted to the livestock commission firm salesman who acts as the agent for the owner in all transactions. He has bargaining ability and trading ability equal to that of the buyers with whom he trades. Contrary to general belief, he does not ask the buyer what he will give, but prices his animals at what he believes them to be worth on that particular day and takes aggressive command of the trade. Should the first buyer not be in position to meet the asking price, the salesman lets him go, and this procedure is followed until the salesman has given a buyer who can use the animals to their best advantage an opportunity to bid on them. Each animal or consignment is sold on its merits and there is no combining of consignments to improve the price for one particular lot. Most sales are made on the basis of weight, but the animals are not weighed before selling, and weight is only one of the factors.

All weights are made at the completion of the trade on scales owned by the stockyards company by an experienced scaler employed by the stockyards company, except in those states where state weighmasters are provided by law. In either case, it is a disinterested party and neither the seller or buyer that does the weighing.

The scales are of the most modern design, placed over 6-foot pits that provide ample working space, and most scales have a 5-pound break on the beam. All scales have a recording device that stamps the weight on the ticket so there can be no mistake in copying the weights. The scales are under federal and state supervision and are carefully tested. Weights to the

The market of big supply ... big demand

WE'RE BUILDING a new stocker and feeder arena to better serve cattlemen . . . First of the weekly sales start in late October.

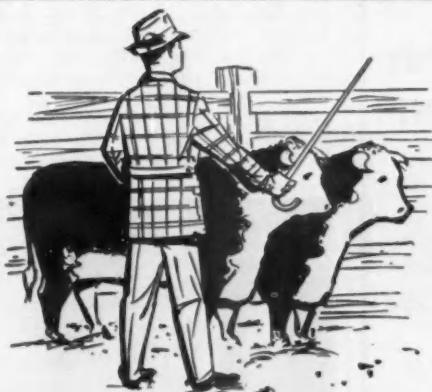
AT THE ST. LOUIS NATIONAL . . . close to the nation's leading feeding areas. Here is a top source of supply . . . a top outlet for stockers and feeders.

CONTACT any commission firm on the market or contact us direct.

ST. LOUIS NATIONAL STOCK YARDS

National Stock Yards, Illinois

"Buyers make markets . . . competition makes prices"



For 92 Years Cattlemen Have Asked What Are They Selling For In KANSAS CITY

Feeders and ranchers throughout the 5 state area look to Kansas City as a price base for their cattle. For 92 years, Kansas City has been the *meeting place* for cattlemen to buy and sell stocker and feeder cattle. Where ever they meet, from Iowa and Illinois to Texas and Colorado they ask the same question, "what are they selling for in Kansas City?" Thousands of ranchers ship their cattle to Kansas City because they know they get the best prices available. Why? Because Kansas City sets the pace for the industry.

You Can Buy or Sell Two Ways



Private Sale Every Day

Some ranchers and feeders would rather buy and sell their cattle by private treaty on the open market, where thoughtful, competitive bidding sets the price. This kind of buying goes on every day.

At Auction Every Thursday

Some ranchers and feeders would rather buy and sell to the fast chant of the auctioneer. There is a Stocker and Feeder Auction Sale every Thursday at the Sales Pavilion at the south end of the Kansas City Stockyards.



Contact Your Favorite Commission Man

The Only Market With The BIG 4 Packers

KANSAS CITY LIVESTOCK MARKET

World's Largest Stocker & Feeder Market
Your Commission Man Is Your Most Effective Salesman

full capacity of the scale are used in completing the test. If a scale has a 30,000 capacity, 30,000 pounds of weights are used in testing to insure accurate weighing. The system of operation and testing of scales insure accurate weights for both the seller and the buyer.

These markets are open to all shippers and buyers who want to use them. All shippers and buyers receive the same high quality service and no discrimination is shown. The livestock is received, sold and delivered to the buyer in such a way as to secure minimum shrink. These services can be had at reasonable charges as all charges are approved by the USDA.

The central public livestock markets have been carrying on building and repair programs that total into the

millions of dollars to provide the efficient services and facilities to which their customers are entitled. Many changes have been necessary in order to switch the various yards from strictly rail equipment to ones of combined rail and truck service. It has been necessary to divide pens, build new truck unloading facilities and rearrange the movement of animals through the yards. Many of the pens of a size to accommodate two or more carloads of cattle have been divided so each one now holds one truckload. Millions of dollars have been spent at the various central public livestock markets to complete these changes, but the stockyards companies have been willing to spend the money to make the changes because the new and modern facilities have improved services.

WEIGHTS & WEIGHING

**A. K. MACKEY, Vice-President,
Oklahoma National Stock Yards
Company**

Weighing of livestock at a central or terminal market receives as much, or more, emphasis and consideration as any other service offered. Stockyard companies who own and operate the scales are fully aware of their responsibility to sellers and buyers. These companies regard their scales and the operation of them as a most important function.

Weighing service on a central or terminal market is planned in a manner that commission companies can receive relatively large numbers of live stock at night and during the early morning of a market day. This livestock can be sold and weighed that same morning or early afternoon in time for buyers to take charge of their respective buys and have the livestock on the way to its destination before the end of the day. Scales on central or terminal markets are located and operated to permit commission companies to weigh shortly after a sale is made. Careful planning goes into all phases of scale operation in order to provide the best of service to both the consignor of livestock to the market and to the buyer of that livestock.

All livestock producers who consign their livestock to a market for sale expect accurate weights. All buyers who purchase livestock on a market expect accurate weights. In fact, accurate weights are not only expected by all parties, they are traditionally accepted as one of the characteristics of the central livestock market.

How is accuracy provided and maintained? To provide this accuracy, scales of a type, size and weighing capacity

Regardless of price trends

**the dependable central markets are
needed to assure highest returns.**

This Market

**has served livestock growers in this
area for the past 50 years and is still
going strong**

IT WILL PAY YOU TO CONTACT ONE OF THE FOLLOWING EXPERIENCED SELLING AGENCIES BEFORE MAKING YOUR NEXT SALE:

Albright Commission Co.

Allstott & Jensen Comm. Co.

Benson BoDine & Clark

Clark Taylor & Hoard

Duffy Commission Co.

Farmers & Stockmen's

Portland Union Stock Yards Company

North Portland, Oregon

A Daily Market Monday Through Friday



The scale ticket goes into the slot to be stamped with the weight of the cattle on the scales.

approved by the Packers and Stockyards Division, Agricultural Marketing Service, USDA, are used on all central markets.

Most scale platforms are approximately 12x24 feet. The weighing capacity for scales on many markets is up to 20,000 pounds and some 30,000 pounds. All weighbeams are of a type registering style with 5-pound graduations.

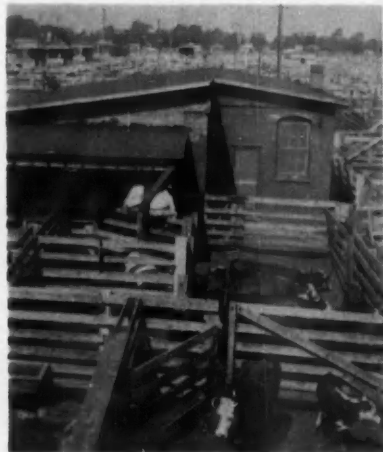
To maintain this accuracy, all scales are tested at regular intervals. In most cases these intervals are three months but not more than six months. All tests are made with a scale representative of the P&S Division present and receiving a detail copy of the test report for his file. A variation or tolerance of not to exceed 2 pounds per 1,000 is acceptable. However, most terminal markets show as small as 3 to 5 pounds variation at 20,000-pound capacity.

Additional tests are made at any time there may be a question of scale accuracy.

To maintain accuracy, the weighmaster balances the scale each day before weighing begins and at intervals not to exceed 15 drafts or 15 minutes as the weighing operation continues. The scale is also balanced after any heavy draft.

Competent weighmasters are used. These men or women are employees of the stockyard company on most markets. They have no other interest than accurate weighing, accurate stamping information on scale tickets. All this is done at a reasonably rapid rate of drafts per hour. Weighmasters are usually assigned to a different scale each week without any previous knowledge of what that assignment may be.

Weighmasters take great pride in their work. They are thoroughly familiar with the scale and detect any little thing which might throw a scale out of balance. They take pride in being able to weigh rapidly as well as accurately. Balance indicators are used to assist the weighmasters in achieving



An important consideration in scale construction and operation is adequate alleys with sorting pens in front of the scales.

CANADA ←

"SIOUX CITY" THE PRIDE OF THE CORN STATES

"WORLD'S LARGEST STOCK CATTLE AND CALF MARKET"

Bill "Em"

SIOUX CITY

GREAT NORTHWEST

COMMISSION CO.
SIOUX CITY, IA, U.S.A.

J. I. Gamet

Owners:
J. I. GAMET
E. C. CUTHBERT

STOCK YARDS

AND WESTERN PRODUCERS OF LIVE STOCK

→ MEXICO

PACIFIC

ATLANTIC

In choosing a livestock market...

COMPARE

FACILITIES AND SERVICES

Accessibility for assembly and distribution of livestock
Suitability for safe, sanitary, and efficient handling
Care and promptness of handling and weighing services

SELLING SERVICES

Competition among buyers as well as among sellers
Competence of selling agents as well as buyers
Methods of determining values

WEIGHTS AND WEIGHING

Accuracy of scales, weights and weighing
Reliability and neutrality of weighers
Weights used in settlement of transactions

PRICES

Basis of prices
Reliability of market information
Comparability with other market reports

PAYMENT FOR LIVESTOCK

Promptness in remitting proceeds of sales
Certainty of payment for livestock purchased
Bonds to secure payment

MARKETING COSTS

Transportation, yardage and selling charges
Marketing costs included in prices
Regulation of rates and practices

Compare with facilities and services provided at

CENTRAL MARKETS

Conducted and operated by members of

AMERICAN STOCK YARDS ASSOCIATION

speed and accuracy. Their location permits ready visibility to the market patron.

Scale tickets are stamped before the livestock leaves the platform or the poise on the scale beam is moved. A copy of that ticket goes to the buyer, a copy is with the seller's records, and another stamped copy is filed with the permanent records of the stockyard company.

Adequate alleys with sorting pens are built in front of each scale. These are arranged for the convenience of

weigh hands and handling of livestock without bruising or injury. Yarding pens behind the scales are planned for the account of the buyers. These pens are sufficient for complete separation of the many orders on all markets.

The weighing operation at the live stock market is the stockman's "cash register." This operation must be carried out rapidly and with complete accuracy, for upon it depend the livestock man's profit or loss.

Weight multiplied by price determines the dollars the shipper receives.



Salesmen look at a pen of fat cattle at a midwestern central market.

MISSISSIPPI VALLEY STOCK YARDS, INC.

Improved Service for 28 Years

*In the Heart of St. Louis, Mo.
Surrounded by Packers*

Lots of contacts with livestock feeders

Auction Sales of Stocker and Feeder Cattle

WIRE OR WRITE FOR DATES

61 Angelica St., St. Louis 7, Mo.

SELLING SERVICES

By WM. G. ROBERTSON, Chairman,
The River Markets Group

Selling agencies operating on the central public markets are service organizations, offering complete service for the efficient and competent merchandising of livestock under regulated and competitive conditions.

The nucleus of these market agencies is the SALES force, in providing trained and competent salesmen for all species of livestock. In the main, these salesmen are men who have attained their positions after working a sufficient period of time at various "yards jobs", to acquire the experience and knowledge required to qualify for salesmanship.

To meet the requirements of livestock selling, the man must emerge from his apprenticeship a qualified judge of all grades of livestock, must be accurate in estimating an animal's weight, grade and yield, and he must be able to analyze and "detect" market trends, so that he may properly evaluate the market worth of the livestock placed in his hands to sell.

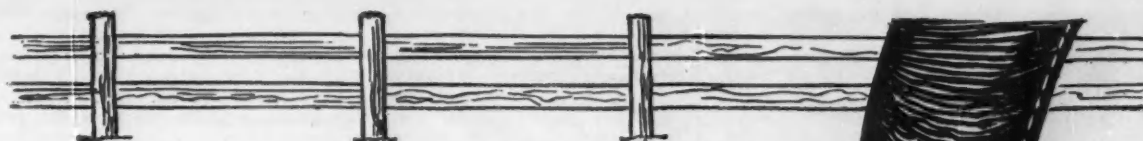
Before going to his pens to start the day's selling, he will have acquainted himself with the receipts pattern (the current day, compared with the week before and year before), will know the previous day's prices and closing trends, not only for his own market but for all terminal markets of the country, and will keep a constant check of dressed meat prices and trends.

All this information, coupled with apparent activity of the buying demand for that day, provides much of the basis for his pricing and selling decisions. Last, but not least, this man will be well versed in sales psychology and will possess those "inherent" qualities so essential to good salesmanship.

There is one facet of the central public market livestock salesman's position that is seldom recognized but is of basic importance. The system of trading on these markets, being the private treaty system, entrusts to the salesman large sums of money in the form of livestock consignments. It is the salesman's responsibility to institute and terminate a competent, successful and profitable return for this trust placed in him. He is ever mindful of this obligation and appreciative of the confidence and support of his consignor.

It is for the fulfillment of this trust and obligation that he works to procure from each consignment the "very last penny", whether the shipment is large or small, or of good or plain quality. The salesman is also impelled by professional pride to draw on every bit of knowledge and salesmanship at his command to avoid being bested in a trade.

On each central public market there are sufficient numbers of sales agencies to provide keen competition in the



look at us GROW!

Pardon our Missouri drawl, but we can't help braggin' a-mite. St. Joe's the country's fastest growin' livestock market, and for good reason. We've got the most modern facilities, the best location, and a rip-roarin' herd of salesmen that love to see competition "bite the dust." We can sum it up by sayin' — folks like the way we do business.



St. Joseph Stock Yards Co.

SOUTH ST. JOSEPH, MISSOURI

**When Selecting a Livestock Market
Choose ★**

PEORIA UNION STOCK YARDS
YOUR TERMINAL LIVESTOCK MARKET

- ★ Merit Selling
- ★ Buying Demand
- ★ Accurate Weighing
- ★ Competitive Pricing

Consign to the Commission Firm of Your Choice

selling services offered and the producer is offered a wide choice of market agencies which, in his opinion, can serve him best, and this factor also augments the competitive urge.

It is such trained, well-qualified and seasoned salesmen who, each market day, match wits with equally well-

qualified buyers, in the competitive buying and selling of livestock on these terminal markets. Salesmen operating on the central public markets are very fortunate, however, in having much competition from many buyers. On most of these markets are the major packers, the city butchers, the traders

and the order buyers. The order buyers, representing off-market packers, bid competitively for, and buy livestock for, shipment from coast to coast.

Through this broad buying demand, the salesman is able to select his best available buyer and establish the true market value of the livestock he has to offer for sale; it is also through this broad demand that he has a competitive outlet for every class, every grade and every kind of animal, regardless of finish or condition. The concentration of livestock and the concentration of competitive buying power establishes true market values and the efficient handling holds the cost of selling (and the cost of buying) to a minimum basis and enables the central public markets to offer the maximum of service at a relatively low cost.

To implement their services to the producer, the selling agencies also provide competent yards employees to handle livestock safely and to provide proper amounts of feed and water, and to correctly sort animals for various ownerships. The agencies also are registered and supervised by the U. S. Department of Agriculture, under the Packers and Stockyards Division Branch.

Each selling agency provides adequate surety bonds to secure the performance of obligations as market agencies, including the prompt remittance to the owner of the full net proceeds of the sale of livestock; files with the secretary of agriculture, posts for public information, and strictly observes schedules of commission charges for selling services, and establishes, observes and enforces reasonable, non-discriminatory regulations and prac-

CATTLE MARKET of the SOUTH

As the pricing guide for a large portion of the South's rapidly expanding quality cattle business, we are proud to offer marketing facilities where competition really exists. Our facilities are second to none, and the service and experience offered by our commission men will work to the advantage of all cattle producers in the South. The demand for fed cattle far exceeds our local supply, and feeder cattle from our market are fast gaining a reputation throughout the eastern cornbelt. We would be glad to answer any questions you might have about our market, whether you are buying or selling.

BOURBON STOCK YARDS

LOUISVILLE, KY.

JOHN CLAY & COMPANY

of Denver, Colorado

Successful Sellers of Live Stock

a complete and thoroughly seasoned and experienced selling organization in all Departments

CATTLE, HOGS AND SHEEP

There is no more effective way to market your stock than to ship them to a Central Market

Consign to

JOHN CLAY & COMPANY OF DENVER, COLORADO

Live Stock Commission Service

Stock Yards, Denver 16, Colorado



Slaughter cattle are driven to a loading chute for trucking to the slaughterhouse near the terminal market.

tices in respect to its selling services.

In 1921, the Packers and Stockyards Act was formulated and enacted as a protection for the livestock industry, but many of the basic principles of this Act were regulations which governed selling agencies on central public markets many years before the Act was conceived. Livestock exchanges have been set up on each central public market, and these exchanges are non-profit trade organizations to maintain and enforce high standards of business principles designed to protect shippers and discourage improper practices in livestock trading. Members of the exchanges are governed by a rigid code of ethics, for the perpetuation and enforcement of high business standards of leadership in the field of livestock marketing.

Trading on central public markets is unique, in that all transactions are oral and unwitnessed agreements, in which a man's word is his bond. This is a testament to the conduct and integrity of BOTH the buying and selling segments of the livestock industry, since millions of dollars are involved, with trades bound only by the spoken word.

This is the courteous, friendly selling service that market agencies of the central public markets have to offer to stockmen all over this nation, to assure them of the finest selling service

PROMPT PAYMENT

ELOF M. ERICKSON, President
National Live Stock Exchange

The integrity of the livestock commission man is part of the great tradition of the nation's terminal livestock markets.

Each day, many millions of dollars change hands on the nod of a head, the drop of a cane, or the familiar "weigh 'em" which often culminates the trading transaction between the buyer and the commission men.

Through nearly 100 years of growth, the integrity of the livestock commission men has been one of the great protective features of the terminal livestock markets.

Actually, the nation's terminal stockyards offer many protective features to livestock producers ranging from trade practices to sanitary requirements.

Perhaps the least known among many protective features is in the area of finances—assuring prompt payment to all who do business on, at, or with the nation's terminal livestock centers.

The terminal livestock markets have traditionally been "cash markets" where livestock producers are assured immediate payment of proceeds of livestock sales. The Packers and Stockyards Act of 1921, and the regulations prescribed thereunder, recognized this custom and now requires every sales agent to remit to consignors the proceeds of sales before the close of the

next business day following the sale.

This little-noticed practice of immediate cash payment is a protective feature of terminal markets. Customarily, payment for all consigned livestock is made before the close of the business day, either via mail or by direct payment to producers accompanying their shipment to market. As a result, patrons can depend on payment within 24 hours, or as promptly as mail delivery permits, even if they do not accompany their stock to market.

As a part of payment policy, each producer is given a complete itemized account showing the producer the weight, selling price and remuneration. The detailed accounting also gives each patron a list of each expense item and



A commission firm clerk uses modern business machines to make an account of sale and a check to the producer.

SINCE 1887 - - -

'top market at the top of the nation'

For 73 years, the South St. Paul Stockyards has been the Northwest's largest livestock terminal market, serving the thousands of commercial feeders, livestock producers and dairy farmers in the corn belt and Upper Midwest. That record speaks for itself.

Any market, to stay in business for seven decades, through good times and bad, through wars, panics and depressions, must have done well by its customers. Its ways of doing business must have been sound—must have produced benefits in full market values to our customers, year after year.

Today, we salute the past and dedicate our future to the serving of our market customers!

SAINT PAUL UNION STOCKYARDS COMPANY

South St. Paul, Minnesota

the cost of each item for business records.

This procedure prevents unknown hidden charges that might be included in an over-all blanket commission rate and also eliminates misunderstanding and confusion on the part of the producer.

At most terminal livestock markets, regulations of stockyard owners, the livestock exchange and trade groups require buyers to establish credit or post bonds of sufficient value to cover trade transactions. These bonds in many instances must also comply with state standards and standards of trade groups and stockyard management.

Bonding of selling agencies is designed primarily to protect market patrons and to insure payment for livestock consigned for sale regardless of whether or not the ultimate purchaser pays for the stock.

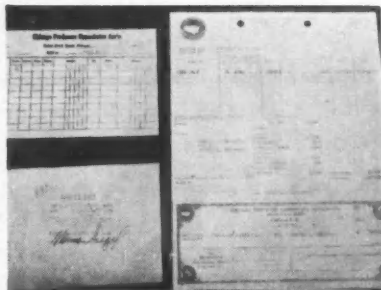
Thus it is that each selling agency is bonded for not less than the nearest multiple of \$1,000 more than the average amount of sales during a period equivalent to two days' business. Many livestock selling agencies carry bonds in excess of that requirement by as much as an additional \$50,000. Trade groups and government officials check bond posting regularly as an added protection for market patrons.

Bonding protection is not a new feature at the terminal stockyards, since

bonds had been an accepted part of trade procedures even before the enactment of the Packers and Stockyards Act in 1921.

Regulations also require dealers at the terminal markets to maintain bonds to secure prompt payment for livestock purchased. At present the regulations do not require other buyers to pay promptly, although terminal market trade organizations are urging that this be made a uniform requirement for the further protection of livestock producers.

Market agencies at the terminal markets not only serve the livestock pro-



An account of sale is made out by the commission firm to the producer, accounting for deductions made from the sale price. Check for the balance is at the bottom of the "account of sale." All documents pertaining to the sale bear the same date.

ducers as selling agents but also as credit managers and collection agencies. In each transaction the selling agencies must determine the financial reputation of the buyer and take such action as may be necessary to assure payment for the livestock. Terminal market patrons often comment on the speed of handling paper work relating to livestock transactions. Yet, once the livestock is sold and weighed, efficient accounting procedures quickly convert weight and prices into dollars for the producer.

In offices of commission firms on the terminal markets are office personnel with training and experience to insure fast, accurate returns — often only minutes after the livestock has crossed the scales.

The proceeds received in payment of livestock at most terminal markets are deposited in special trustee accounts, or "shippers proceeds accounts", which means that the funds received from the sale of livestock can be used only for payment of livestock. This combination of trustee accounts and posted bonds offer patrons absolute assurance of prompt payments for livestock.

Despite growing pressure from buyers and prospective buyers for the extension of credit in the payment for livestock, agencies at the terminal stockyards have maintained "cash markets" by their diligence in the performance of these several functions.



MARKETING APPEAL?

14,500 cattle and calves sold
month of August

BUYING POWER?

35 packer and 95 replacement buyers
month of August

MARKETING KNOW HOW?

4 top marketing firms to serve you

MARKET PRICES?

A leader in establishing daily
livestock values

STOCKYARD SERVICE?

30 years of serving the Industry

FINANCIAL RESPONSIBILITY?

Strictly cash settlement at time of sale

CUSTOMER PROTECTION?

Government regulated and supervised

CONVENIENT?

Located in the center of California's
Livestock Industry

STOCKTON UNION STOCKYARDS

McKINLEY AVENUE

STOCKTON 1, CALIFORNIA

MARKET REPORTS

By M. J. COOK, Executive Vice-President, Union Stock Yard & Transit Co., Chicago.

Livestock market reports disseminated through the various media available exert a strong influence on the decision of a farmer or rancher as to when or where to sell livestock. Since livestock producers and feeders place so much reliance on market reports, it is essential that the information contained in them be both accurate and complete.

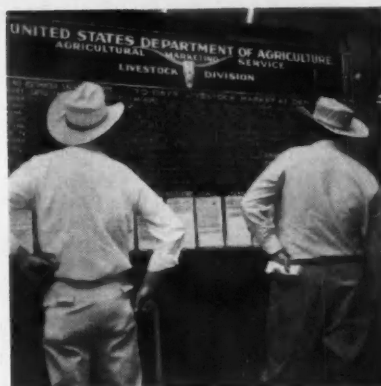
The history of livestock market reporting dates back to the time the central markets were established in this country. However, daily reporting on a comprehensive basis of livestock transactions consummated at the central markets was initiated in 1915 when the Department of Agriculture incorporated a telegraphic market report into its Market News Service. The generally unstable conditions which prevailed during the World War I years affected livestock prices, as well as the prices of other commodities, and the need for prompt communication between markets, and the relaying of current market information to producers, became even more apparent.

The Market News Service of the Department of Agriculture has, of course, been greatly expanded since that time so that today it covers transactions at all major central markets and many of the smaller central markets. Terminal or central markets were the original source, and still are substantially the main source, of livestock market information which is transmitted through various means to producers and feeders throughout the nation. At the central markets there is a sufficient volume of livestock of all grades, classes and weights available to permit an accurate analysis of prices to be made. From the inception of the central mar-

kets, they have been considered the "price-basing markets". Even today, with several competing methods of livestock marketing in the field, few producers or feeders sell without consulting central market quotations.

Present-day communications have cut down tremendously the time lag involved in disseminating price information from the central markets to the producing and feeding areas. Within a

→ Bulletin boards such as this one are maintained at livestock terminal markets by USDA's Agricultural Marketing Service livestock market news service. This is a shot of the board at Denver.





**Don't sell me Short..
Ship me to
Baltimore!**

**Baltimore
Union
Stock
Yards**



Baltimore 23, Md.
Frank G. Fitz-Roy, President



Teletype machines like this click out price and other market information across the nation at the many USDA livestock market news services throughout the country.

Source of Supply

For three decades the Port City Stock Yards have been the outstanding source of good and medium crossbred feeder cattle and calves.

Phone or write for list of registered dealers and order-buyers or come visit anytime.

PORT CITY STOCK YARDS

Telephone
CAPitol 8-5301

Livestock Exchange Bldg.
or 4905 Calhoun Rd.
Houston 4, Texas

matter of minutes, information on sales consummated at central markets is put on the wire, received and aired by radio and television stations across the country. In most instances these early market reports reflect trends rather than give a comprehensive review of prevailing markets.

The Market News Service of the USDA, although no doubt the best known, is not alone in the field of livestock market reporting. At prac-

tically all central markets at least three other sources of market information are available to interested producers and feeders. Most central markets have a market newspaper servicing them and practically all have one or more radio market reports daily. In addition, commission men at the central markets, who are the selling agents of producers consigning livestock to those markets, generally provide their patrons with a weekly letter summarizing market trends. In a few instances, central markets have experimented with the broadcasting of market reports by television as a part of the program showing actual trading taking place at the markets.

The territory covered by these various reporting services depends largely upon the sponsorship of the service.

DOLAN, LUDEMAN & CO.

Livestock Commission

U. S. Yards, Chicago 9, Ill.

Phone YA 7-0800 & 0801

True Livestock Values are Established
At Your Central Market

Shipping to Chicago?

Sinnard
COMMISSION COMPANY

Assures you of knowledge of the market . . .
expert salesmanship . . . cattle know-how . . .
broad demand . . . complete reliability.

414 Exchange Bldg., Union Stock Yards,
Chicago 9, Ill.

Phone: YArds 7-2725



Here cattle are arriving by rail and being inspected at an eastern terminal market—a carload of feeder cattle from North Dakota.

The Market News Service of the USDA covers all areas of the nation and beyond the limits of the United States to some extent. This service provides periodic reports of market prices and summaries of each day's activity to the Associated Press, United Press International, etc., for dissemination by both newspapers and radio stations. The Market News Service has also maintained, and will furnish upon request, statistical information covering livestock market receipts at central markets and prices prevailing at such markets over a long period of years.

Livestock newspapers published at the various central markets not only give a complete analysis, either daily or weekly, of prices and price movements, but also generally provide a complete breakdown of prices as between the different weights, grades and classes of livestock. Reporters for these papers write news items and feature articles analyzing the USDA reports and estimates in regard to livestock production and marketing, all of which have their effect upon prices. As a general proposition, the circulation of such newspapers coincides generally with the trade territory of the central market with which they are associated.

Radio broadcasting today constitutes one of the very important sources of market information. The function of the man who conducts, on behalf of a central market, the daily radio market report is to provide producers and feeders with reliable market price information. He must disregard pressures from both the selling and buying sides. To the central market patrons, he is probably the most important source of on-the-spot information. The men who constitute the radio voices of the various central markets of the country gather, assemble, analyze and broadcast market trends and prices as they judge them.

At many markets, the market reporters broadcast over several stations on a network hook-up in the immediate market area, as well as on a clear channel station which covers a great portion of the primary market area. Direct telephone "beeper" market reports are used by some reporters to cover more adequately the market territory. Taped market summaries voiced by radio market reporter are sent each week by several radio reporters to all stations within their area.

All reports emanating from central markets are based on actual sales and actual weights of the livestock sold at the markets. Those who report from central markets are physically present at such markets daily and the conclusions they express are based on observations they have made on market trading. Most livestock producers and feeders, even though some of them may not sell their livestock at central markets, agree that the market quotations from the various reporting agencies servicing central markets are essential to them in the successful conduct of their livestock operations.

TULSA STOCKYARDS

1935

25

1960

In the Heart of the Cattle Country

IF YOU ARE LOOKING
FOR GOOD QUALITY
FEEDERS--STEERS OR
HEIFERS--TRY

YEARS OF
SERVICE

FEDERAL AND STATE
YARD INSPECTION--
DEPENDABLE VETERINARIAN
SERVICE--EXCELLENT RAIL
AND TRUCK SERVICE

TULSA STOCKYARDS—TULSA, OKLAHOMA

The MARKET Picture

Downward pressure on dressed beef prices continued unabated, with no immediate relief in sight. Weekly cattle slaughter remained well above a year ago, running as much as 10 to 15% greater. While a large share of the increased slaughter was traced to West Coast points, even the Corn Belt area was ahead of a year ago.

This, despite the fact that cattle numbers on feed in the Corn Belt as of July 1 were reported only 1% above a year ago. Shipments of stocker and feeder cattle in the Corn Belt area have been consistently below a year ago, the first six months of 1960 averaging 11% less. July in-shipments were down 24% from last year. However, this reduction has failed to reflect in slaughter channels so far. Whether it will show up in the near future remains to be seen.

The most stable item in cattle trade in recent weeks has been cows. Prices

have held steady to instances stronger and demand reliable. There was, however, late in August a tendency for this phase of the trade to slow up some.

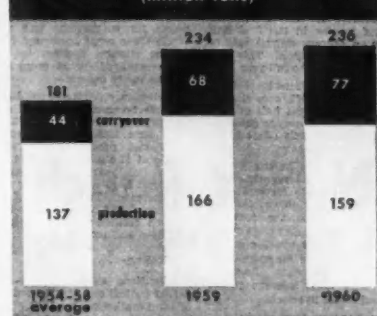
Stocker and feeder prices show considerable stability, considering the present condition of the fat cattle market. Some additional declines of 50 cents to \$1 have developed on feeder cattle but a large share of the current crop remains to be disposed of. Many feeders have been extremely cautious and hesitant to contract feeder cattle for future delivery. Of those cattle sold to date, two-year-old steers and fleshy feeding heifers have generally been bought for delivery from immediate into September, while yearling steers and light heifers as well as calves have been contracted mainly for late September and October delivery, a few into November.

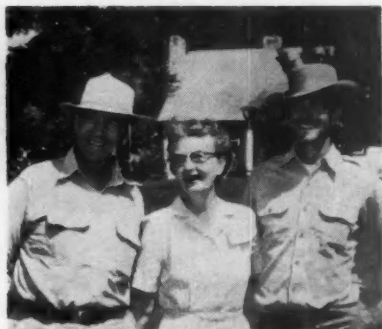
Sees Expansion in Feeding In West and Southwest

Large-scale livestock feeding will become increasingly important in the West and Southwest, according to H. L. Stewart of USDA's Agricultural Research Service. In these regions, he

said, there are both expanding markets and abundant supplies of livestock, feed grain and forage, but development of feeding enterprises will be held in check somewhat by "managerial limitations and associated risks and uncertainties." Cattle ranch organizations, he said, will probably change less in the next 15 years than livestock farms of the Corn Belt, because they are already highly specialized and have very few production alternatives open to them.

FEED GRAIN SUPPLY
(million tons)





The Milburns invite you to their **ANNUAL ANGUS PRODUCTION SALE**

Oct. 8
At the Ranch

We will offer:

- 50 Reg. Heifer Calves**
- 75 Reg. Bull Calves**
- 300 Comm. Heifer Calves**
- 25 Cows**



N Bar Ranch

G. R. "Jack" Milburn, Mgr.

Grass Range, Mont.

Those Barb-Wire Fences

BY ROY ALLEMAN

Present-day cowboys and those of other days have one thing in common and that is their attitude toward the "barbwire" fence.

All hold about the same disrespect for it.

There is this difference: the present-day men have learned to put up with it; the old cowboys never did.

There are sure to be grumblings and mumblings in the bunkhouse during the few weeks which must be spent building and repairing the ranch fences.

Forty-dollar boots get scratched, clothes are torn and hands skinned. Worse than that, it keeps a man off a horse—and it is downright hard work. No wonder the nerves get a little frayed.

No one questions that the "barbwire" fence is essential to present-day ranching. A definite breeding program can be followed, the steers can be kept separate from the heifers. Range management with fences can improve grasses, with part held for summer range, part for winter range—or some can be deferred.

The principle of the thing is fine. It's just the nasty work involved in keeping the fences in shape . . . it's awful the condition they get in if you don't keep forever after them.

Old-timers were slow getting tolerant toward them. A few never did.

The neighbor of one such person suggested they get together and build a good line fence between them. The old-timer turned down the idea with scorn. Said he, "I can tell my cattle; can't you tell yours?"

It was a long time before a range fence was more than wobbly posts and dangling wires that did little more than tell where one man's range ended and another's began.

The cow had no more respect for it than the cowboy who rode the lines. If the grass looked a little better across the fence she went over and got it. If the water gave out at home she went where it was.

As the fences became better the cow became resigned to staying at home. There have been times when this respect for barbed wire was her downfall. There have been reports of cows dying of thirst because the windmill gave out. Such is progress.

Fencing in the old days was harder than today. Untreated posts didn't last long. Black wire got rusty and broke easily. A weed just six inches beyond the reach of a thousand-pound cow was too much for her. She leaned and pushed against the fence until something gave and she got that tasty tidbit.

Today wire is stronger, and galvanized to prevent rust. Hedge and treated pine posts last for many years.

Rules of what constitutes a good fence vary some from one ranch to another. However, certain standards have built up through the years. Four wires are about to take the place of three. All low places and blowouts are anchored with "dead men" buried far in the ground. Posts get closer together all the time, with a rod apart becoming the style.

Every cowman is proud of his gates. The gate must have four or five strands, with wire stays every three feet. Then with special gate tighteners it is stretched tight—and that last word ought to be capitalized. You could play a tune on it, some say. Just why a gate should be so much better than the fence has not been fully explained.

How do you ride a fence? Well, it is not exactly the way it might sound to the city dweller. That is, you don't throw your saddle over the fence and ride it to the bottom. There are other ways.

If you use a team and wagon you follow the fence where it is not too rough going, and kick the posts as you come to them to see if they are broken off. Also check staples and loose wires.

Or, if you use a Jeep, you might drive close enough to do this. If there are two of you, one can ride the fender and do it. Wonder if Willys had this in mind when they made those practical if not beautiful fenders? . . . Anything to keep from putting your feet on the ground.

And so it goes. Every year more cross-fences go in as the ranch operations become more intensified and scientific.

It looks as if there might come an end to all this some day. As yet that end is not in sight.

Shrink Loss in Shipment Greatest in First 2-3 Hours

Cattle lose their greatest weight in the first two or three hours of shipment. On the average, shrink will increase up to about 9 or 10% by the time the first feed and rest stop is made. An idea of shrinkage of feeder and fat cattle as related to hours in transit is given below:

Hours in Transit	Fat Cattle	Feeder Cattle	Av. All Cattle
1	1.70	1.85	1.77
2	4.24	3.74	3.95
3	4.98	3.57	4.33
4-6	5.42	3.77	4.66
7-9	5.81	5.98	5.90
10-17	6.20	8.20	6.27
18-35*	9.63	7.18	8.08
36-59*	7.53	10.14	9.18
60-83*	8.60	10.44	9.91
84 up	10.81	12.44	11.99

*Feed, Water and rest period.



RE- SEARCH

HARDWARE DISEASE

Metal objects such as screws, pieces of wire, nails or odd bits of old machinery swallowed by cattle are likely to work through the lining of the reticulum or second stomach and may enter the pericardium or heart sac. Damage to the heart follows and death results. It's called "traumatic pericarditis." The simplest way of avoiding "hardware disease" is by drawing the metal out of the feed in chutes, spouts and conveyors the feed passes over in handling, according to Morris Hemstrom, of the University of Idaho extension service. A plate magnet capable of holding a one-inch steel ball against a 28-pound pull is on the market for such use. A more costly method is that of implanting a small magnet in the stomach of the feedlot steer or valuable purebred animal. Thus the metal is trapped harmlessly in the reticulum where much of it might be eaten away by digestive juices.

FACE FLY

The face fly has been found in six more states so far this year, the USDA reports. The irritating livestock pest, which clings tenaciously around the eyes and noses of animals, has been found west of the Mississippi River for the first time, in Iowa, Missouri and Nebraska, and in Connecticut, Maryland, Tennessee and North Carolina. It is believed also to be spreading further in states already reported on, and now occurs nearly everywhere east of the Mississippi and north of Tennessee and South Carolina.

The face fly was first found in this country in New York in 1953, but there was no widespread concern over it until last year. The pest resembles a large house fly; it is common in Europe and is known to annoy horses and sheep as well as cattle. It is believed to be a potential carrier of a number of diseases.

TERRAMYCIN CRUMBLES

Chas. Pfizer & Co., has introduced a new antibiotic-vitamin combination in its product known as Terramycin A/D Fortified Crumbles. The product's Vitamin A content will give additional resistance in cases of stress or threatened disease. The product will be sold over the counter in farm and feed supply stores. Producers will merely top dress or mix it into their feed. Pfizer spokesmen say major advantage is a new way to fight shipping fever without change in the feeding program and as an aid in preventing scours, reducing severity of bloat, the incidence of liver abscesses, warding off setbacks at stress peaks and boosting weight gains and feed efficiency.

GRUB TREATMENT

William M. Rogoff and P. H. Kohler of the South Dakota experiment station at Brookings have developed a "pour-on" method of treating cattle for grubs. The technique consists of pouring Roulene, a new chemical not yet in public use, on the backs of cattle for systemic control of grubs. The Roulene is absorbed and distributed through the animal's blood stream. While it is believed the animal rapidly eliminates the chemical, it has not yet been cleared by the U.S. Food and Drug Administration.

HALOGETON

Scientists of the USDA and the Nevada agricultural experiment station have found that halogeton, a weed native to Asia and Europe which is poisonous to cattle and sheep, is also toxic to native range grasses on soil where the weed has grown for several years, and can cause reduced seed germination and native grass emergence. The weed alters the chemical properties of the soil, absorbing sodium and other salt-forming elements from lower soil layers much faster than other plants.

Idaho Station Is Studying A No-Roughage Steer Ration

Purpose of a study at the University of Idaho, with the Idaho Cattle Feeders Association cooperating, is to determine whether steers can be fattened on a ration without roughage and with barley as the principal ingredient. Steers went on feed in late June and are being fed 100 days.

Animal Husbandman T. B. Keith at the university said that "since the ruminant has a stomach system believed to require roughage for most efficient use of feeds, it is not known whether a concentrate mixture without hay or silage can be utilized economically by the steer. Furthermore, if a concentrate mixture can be utilized by the fattening steer, what is the most economical combination of grains and other concentrates for optimum returns?" These, he said, are among top questions the cattle feeders hope to get answered.

"Some of the unsolved problems on the use of a no-roughage ration for fattening are concerned with age and size of steer, length of feeding period and method of processing barley," Keith said. "There are some vague indications that the barley must be steam rolled and that the steers should not be fed longer than 100 days."

Revised Figures Given For 1960 Farrowing Drop

Attention has been called to an error which got into the recent report by Dr. Herrell DeGraff on the long-range cattle outlook. This gave December-February farrowings this year as down 30% from the 1959 period. The figure should have been 17%.



For 30 Years
the N Bar has been improving its Angus cow herd. The top end of our production will be offered

Oct. 8

At the Ranch

"Direct from our pasture to yours"
this ANGUS offering will include:

75 Reg. Bull Calves
50 Reg. Heifer Calves
300 Comm. Heifer Calves
25 Cows

N

N Bar Ranch
GRASS RANGE,
MONT.

THE 'NATIONAL' At Work

BEEF GRADING

An industry-wide conference on beef grading was announced last month at a meeting of the American National Cattlemen's Association beef grading study committee at College Station, Texas. Chairman Dean Brown, Santa Maria, Calif., said that the purpose of the conference will be to discuss current proposals and other means of improving beef grading. Sponsored by the American National, the conference is to be held in Kansas City, Mo., probably in mid-November. Participating will be representatives of producers, feeders, processors and retailers. The USDA has also been asked to cooperate.

TAXES

In a recent review of tax problems, Attorney Stephen Hart of the National Live Stock Tax Committee said that by and large decisions in capital gains cases have been in line with the intent of the law. Under the law, which the committee was instrumental in establishing, in order to show that animals sold qualify for capital gains, a stockman must show that he originally had intended to hold the animals for his own breeding herd and not for sale to others in the normal course of business.

The attorney reported no new developments in the important averaging-of-income legislation which the committee is backing. It may be sev-

eral years before enactment of such legislation, Hart said.

The Keogh-Simpson individuals' retirement bill may be given consideration in the near future, Hart declared. This measure has passed the House but not the Senate. It provides for the setting aside of certain amounts of money and not paying taxes on these amounts until the funds are withdrawn for retirement purposes.

There are a number of other problems the committee is interested in, such as changeover from accrual to the cash basis and depreciation on breeding animals. The work in tax matters goes on steadily but often necessarily slowly; but, just as steadily, gains are made toward a more equitable tax treatment for stockmen.

The National Live Stock Tax Committee is supported by the American National and many state cattlemen's associations and individuals as well as sheepmen's organizations and various breeders' groups.

BRUCELLOSIS

The Brucellosis Study Committee of the American National Cattlemen's Association met at Denver on Aug. 22. At the meeting, Bob Laramore of Gillette, Wyo., was elected chairman.

Discussion revolved around the possibility of calfhood vaccination as an alternate means of recertification. There was widespread agreement on this subject among the 13 states represented: Arizona, Colorado, Florida, Kansas, Montana, Nebraska, Nevada, Oregon, North Dakota, South Dakota, Texas, Utah and Wyoming.

The committeemen in attendance made the following recommendation after their discussion: A modified-

certified county shall be eligible to recertify by calfhood vaccination when 80% of the owners owning 80% of the breeding cattle show evidence to the fact that all of the heifers retained or added annually in their herds have been officially vaccinated. Any herd not so vaccinating shall be submitted for the required blood test each three years.—Dudley Campbell.

NOTE TO MEMBERS

Something new has been added!

American National members with dues renewals falling in the latter half of the year have been noticing it. Others will begin seeing it in their mail early next year.

The "new" is a simplified method of record-keeping and billing for direct memberships. A special form enables a clerk to use a single metal "Addressograph" plate to imprint a member's name and address on all receipts, record cards and envelopes needed in maintaining our files and in serving the membership.

Heretofore, a new member's name and address was handwritten or typed seven times, with many requiring several more steps. The chance for error was great in the multiple transcribing, and, of course, it was unduly time consuming.

Key to the system is the Addressograph plate used for mailing the membership newsletter "Cow Business". All records now will be imprinted with this plate so that a member's name appears in all places exactly the same.

C. W. McMillan, executive vice-president, observed that some members might feel that the American National's traditional "personal touch" was disappearing. "On the contrary," he said. "With this system we can free our busy staff from spending too much time on routine record keeping in order that we may be of even greater service to each member."

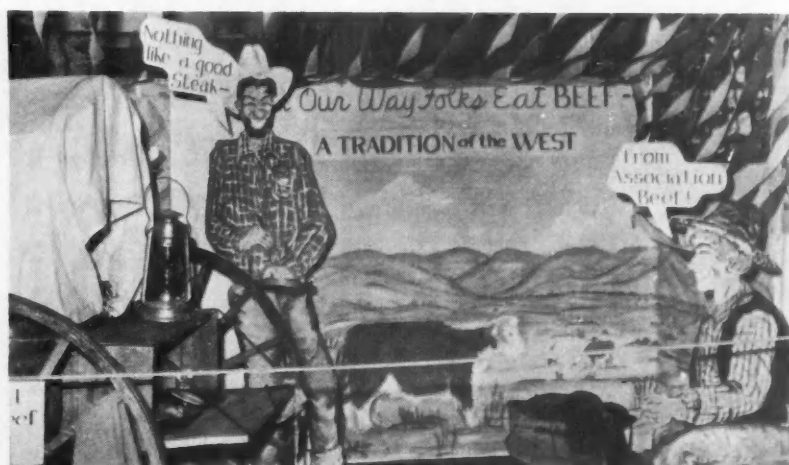
ASSOCIATION Notes

ARIZONA

The date selected by the Yavapai County (Arizona) Cattle Growers for the 25th annual Yavapai County Calf Sale is Oct. 1. The sale, the state's largest, is held at the Hays Ranch in Peeples Valley. Last year about 2,500 persons saw 70 calves in the sale bring \$10,371. The 1960 sale will offer 80 head.

CALIFORNIA

The board of directors of the California Cattlemen's Association, meeting Aug. 13 at San Francisco, adopted a resolution restating the organization's belief in the multiple-use concept as applied to suitable public lands. It commended the BLM for recognizing the effort of those who improved public lands and urged public officials "to analyze any considered purchase of public land in the light of accessibility, recreational value and historical use of such land as measured by this multiple-use concept."



For the third year in a row the Payette River Cattlemen's Association beef promotion booth at the Gem County Fair, Emmett, Idaho, has won first place. Parker Woodall, Sweet, Idaho, is chairman of the booth committee. Featuring a chuck wagon and background mural, the booth pointed out that "Out our way folks eat beef . . . a tradition of the West." Details

included beans, coffee, spuds, grease, appropriate chips as found on the range and bunchgrass and sagebrush. National Live Stock and Meat Board charts and posters helped decorate the booth, with the Idaho Cattlemen's Association furnishing various giveaways. The Payette association gave 25 pounds of beef to the lucky ticket holder at a free drawing.

NORTH DAKOTA

The group's president, Jim Connolly of Golden Valley, announces appointment of a standing five-man feeder committee by the North Dakota Stockmen's Association. The step gives recognition to the "potential increase in agricultural income which could be realized through feeding of more livestock on North Dakota farms and ranches."

Fire & Weather

What the U. S. Weather Bureau characterizes as the worst fire experience the western states have suffered since the early 1930's points up one striking fact: that weather plays the dominant role in forest fire occurrence and behavior. In the Bureau's Weekly Weather and Crop Bulletin, Research Forester L. M. LaMois of the Forest Service traces some of the threads connecting weather and forest fires:

The early 1960 fire experience has been crucial. A prolonged period of high temperatures, low humidities and practically no precipitation brought extremely critical burning conditions throughout the West during July. More than 4,000 fires occurred; most of them started from heavy concentrations of lightning storms which struck California, Oregon, Washington, Montana and Idaho.

28 fires burned to more than 2,000 acres in size. The largest fire was 27,500 acres. During the peak of ac-

tivity more than 25,000 fire-fighters were on the fireline. Hundreds of tractors and pumpers, and more than 300 aircraft, were used during the last two weeks in July. The fire-fighting bill for that month alone was more than \$15 million. Three aerial tankers and two helicopters were lost—and three of the fire-fighters and five pilots.

The results of weather on our forests can be swift and total in its destructiveness; weather factors play a dynamic part in every phase of the forest-fire problem from ignition to final control. Its influence can be subtle and indirect, or it can be brutal and immediate, and it can help or hinder the fire-fighters. Only one thing is certain—the story of a forest fire is the story of weather from beginning to end.

Climate usually determines the general type of vegetation that is the fire's fuel. Precipitation, relative humidity and temperature determine how dry the fuels are and how intensely they will burn. Wind is a driving force that makes fire spread. Condition of the upper air often determines whether or not a fire will virtually make its own weather and become a heat engine that can "write its own ticket" in a blowup situation. And, finally, it is often weather itself that strikes the match, in the form of lightning.

Lightning accounts for nearly 70% of all forest fires in the western United States. Most lightning strikes occur in the high country, almost inaccessible to fire-fighters. Also, lightning fires very often occur in bunches—from 10 to 50 in a single day on a forest is not un-

common in some parts of the West. The resulting fire is often at the top of a tall snag or moss-laden dead tree. Burning materials from these sources are scattered by wind and slopes to the fuels below, resulting in an "area ignition" pattern of considerable size.

Or, the fire may be confined to the inside of a dead snag, where it smolders undetected and then bursts forth in full bloom days later when burning conditions may be more critical than during the storm.

The flammability of the fuels in which fire starts is the key to any fire situation. And weather plays a dual role in conditioning forest fuels. When severe drying conditions prevail at the end of an extended period of low precipitation the curtain is ready to go up on the drama of major fire disaster. In case of fire, wind plays the dominant role on the fireline. And, over-all, weather sets the stage, draws the curtain and provides the action on the fireline.

USDA Buys Ground Beef To Tune of 2 Million Lbs.

The USDA on Aug. 25 bought almost 2 million pounds of frozen ground beef for the school lunch program. Accepted bids ranged from 38.95 to 40.50 cents a pound. The price tag was \$776,000 which came from funds from Section 32. It brought to \$815,000 the amount spent for more than 2 million pounds of frozen ground beef since the start of the purchase program Aug. 19.

WHR *Dedicated to Breed Improvement* *With the Accent Always on* BEEF

WISHFUL THINKING — or — PROFITABLE FACTS

The 70 Quality BEEF-Producing Bulls in this sale will eliminate Wishful Thinking—These bulls will produce Profitable Facts for you.

Sons of WHR Target 43—Vern Diamond—WHR Lord Vern 17—WHR Lord Vern 53—and other top WHR Sires—All BEEF-MAKING Sires.

ACCENT ON BEEF DAY -- OCTOBER 7



George Lazear, Mgr.

Send now for your catalog
Wyoming Hereford Ranch
Cheyenne, Wyoming



Lloyd Breisch, Asst. Mgr.



LADIES' CHOICE



Through A Ranch House Window

By Dorothy McDonald

I am sure that by now you all have your new 1960 Year Books, but because I've taken the month of August off and gone fishin' I'll not see my copy until



Mrs. McDonald

Labor Day. If there are any changes, alterations or additions to the material from your state, please let me know right away so we can include it in the October issue.

By the time you see this, summer will be past . . . and where did it go? But now, the children back in school, the haying done,

most of the canning, preserving and pickling out of the way (if you're one of the lucky, lucky ones who still have a family big enough and hungry enough to justify this lovely feminine activity) —anyhow, now there's time for Mother to be an active member of her town, her community, again. And that's a stimulus to most of us, I think. It is wonderful to be an old fashioned type of ranch wife, to tend one's own garden plot and cook great hearty meals for a bunch of hungry harvest hands . . . it's fun, that is, for a few months out of the year.

But in this complex world, in the shadow of the Bomb, a woman cannot be just a busy ranch wife, a happy mother, a household ornament. Like it or not, she has to be a **citizen**, too. Her vote counts just as heavily as that of her husband or son, and the social and moral climate of her country rests probably more on her shoulders than on those of her menfolks. It's not especially easy to be a woman in this century . . . but isn't it a fine, exciting, stimulating thing to be?

When we join hands in our local group, or participate in the activities of the National, we are a part of this new force that is, or should be, molding the future of our industry. And if, as I've been told, "that's feminism . . ." well, isn't it a natural part of the world today? The hours we no longer spend bending over a hot stove are even better spent in bending events so the world our children inherit will be even better than this lovely, lovely one that we enjoy.

I hope yours has been a happy summer, and that the winter months to come will be richly productive ones.

* * *

This will be in part a happy trip, to

see our youngest son married and off to a happy life of his own in the East. And in part it is a return to the good earth, to the peace and spiritual solace to be found beside a quiet mountain stream. But, both ways, I'll love every minute of it.

And I'll be looking forward to meeting you all next month outside my Ranch House Window.

AT HOME ON THE RANGE

Though these first September days are summer-warm, the threat of "indoor weather" is in the sharp nip of the breeze off the Pacific after the sun goes down. So we hurry to eat just a little earlier, and the good mingled smells of broiling steak and charcoal are all the more tantalizing because we know that, too soon, this outdoor dining will be over for another year.

Since Outdoor Cookery has been the

CowBelles' chief beef promotion program since Father's Day, I know you all have been exposed to, if not immersed in, new and different ways of cooking beef over the broiler. How about sharing a few of your favorites so we can have them on file for next summer? And in the meantime, here are a couple that my family has enjoyed. Anyone, I think, can broil a \$4 T-bone steak, but these are good and much less expensive. I hope you'll like them.

RIB CHOPS, CANTONESE

4 veal or baby beef rib chops
1 Tbsp. soy sauce
1 Tbsp. salad oil
½ cup dry red or sherry wine
½ tsp. salt
¼ tsp. garlic salt
¼ tsp. marjoram
¼ tsp. curry powder

TWENTY-ONE

(This poem was written by Mrs. Gilman Peterson, talented North Dakota CowBelle and chairman of the American National CowBelles' radio-TV committee. It has been used effectively on television as narration for a series of pictures or cartoons of the people of the "beef team.")

Just how many people does it take
To raise and market a T-bone steak?
The Cowboy, the rider, heads the line
When he rounds up the calves at
brandin' time.

The banker comes next, cuz the rancher
needs jack
For pastures and herds and a new feed
rack.
The third person listed is the chemist,
a wizard,
Who knows healthy stock can survive
a blizzard.

His fertilizers, sprays and top-notch
vaccine
Keep ranges, land and cattle healthy
and clean.
The oil refiner fuels the haying ma-
chinery
And also the wheels putting feed in
the granary.

The steel maker is truly worthy his
hire
Making tractors and branding irons,
even barb wire!
Four men on this list have one accom-
plishment:
Their business by-products make feed
supplement.

They are listed as follows: the brewer,
the miller,
The cotton ginner and the sugar dis-
tiller.
The veterinarian recommends pills or
a shot
And the blacksmith works hard at his
forge glowing hot.

The airplane pilot sprays the herd and

the range
While the lumberman's buildings and
corrals defy change.
Windmillers' equipment keeps the
water holes filled.
Next comes the feeder; he too must be
skilled.

There's more to this feeding than just
stuffing some steers—
Tender fat beeves grow through sweat,
toil and tears.
The trucker and also the man on the
train
Transport the cattle through sunshine
or rain.

Number eighteen is the stockyards'
man
Who rooms and boards livestock the
best way he can.
He's also a sales agent, a man of com-
mission;
His work is important and allows no
omission.

Next comes the meat packer, whose
specialized chore
Is processing, then distributing, to the
man at the store.
Number twenty, the retailer, now has
steak to be sold,
Delicious, nutritious, more precious
than gold!

From the man on the range to the
home's frying pan
We list twenty occupations; plus one
more man.
Number twenty-one rates first, may he
be in good humor!
He's the man of the hour, he's our beef
consumer!

Mix salad oil, soy sauce, wine and seasonings. Put chops in shallow bowl, pour over the marinade, and let set in refrigerator for 2 or 3 hours, turning once or twice. Charcoal-broil to desired degree of doneness, basting several times with the marinade.

HAWAIIAN HAMBURGERS

- 1½ lbs. ground beef
- 1 Tbsp. brown sugar
- 3 Tbsp. soy sauce
- 1 Tbsp. salad oil
- 1 Tbsp. fresh grated ginger or ½ tsp. ground ginger.

Shape beef into 4 patties. Mix soy sauce, salad oil, sugar and ginger in a small flat bowl and stir until sugar is dissolved. Dip each patty in this sauce before charcoal-broiling, and drizzle remaining sauce over the meat as it browns. Try these with roasted bananas,

if you're feeling exotic, or with roasted potatoes and corn-on-the-cob if you're a more conservative family. I wrap firm, not-quite-ripe bananas in foil and roast them around the rim of the hot charcoal very much as I do potatoes, but only for about 20 minutes. The skins will be black, but the scooped-out pulp, seasoned with butter and a bit of brown sugar, is delicious, I think . . . though I will admit it may be an acquired taste. Try one sometime and decide for yourself.

I've had several requests lately for Beef Sausage, and I'm happy to include this Cow-Belle-originated recipe again. My family likes it so much better than the too-fat pork variety, and Beef Sausage patties brushed with catsup and a little A-1 sauce and broiled over glowing charcoal are rich and hearty fare these cooler evenings out on the

patio — and just as good pan-fried when autumn weather drives even such persistent outdoors cooks as I back into the kitchen again.

BEEF SAUSAGE

- 2 lbs. ground Beef
- 2 tsp. sausage seasoning
- 2 tsp. Tender Quick dissolved in 2 Tbsp. water (or, a sugar cure such as Morton's sugar cure may be used instead of Tender Quick)
- 2 tsp. salt
- 1 Tbsp. brown sugar

Mix all ingredients thoroughly. Let set for at least two hours in a cool place (this is the secret of fine flavor.) Cook, or wrap and freeze for later use. May be stored in the refrigerator for a few days, too.

And so . . . good eating . . . and good evening . . . to you all. D.M.

American National

CowBelle Chimes

Vol. 8, No. 9

SEPTEMBER, 1960

President—Mrs. J. B. Smith, Box 267, Pawhuska, Okla.

President-elect—Mrs. W. F. Garrison, Glen, Mont.

Vice-Presidents—Mrs. J. B. Williams, Granite Station, Bakersfield, Calif.; Mrs. Earl Morrell, Dunn Center, N. D.

Secretary-Treasurer—Mrs. Clara Hughes, 1709 NW 32nd St., Oklahoma City, Okla.

Editor—Mrs. Dorothy McDonald, No. H-8, 303 N. 47th St., San Diego 2, Calif.

President's Message

All the 1960 paid-up members of the National CowBelles should have received their yearbook. If you have not please write to Clara Hughes, Secretary-Treasurer, 1709 NW 32nd St., Oklahoma City, Okla. Perhaps we have a wrong address or maybe you've forgotten to send in your \$1 dues.

This is September and back-to-school days and busy fall activities for all of us, but I know you CowBelles are still working at various beef promotions. I've had letters about your booths at state fairs and your radio and television shows. I'm also very pleased with your continued emphasis on national membership. I think, sometimes, we lose the whole point of national beef promotion when we do not belong to the National CowBelles.

The state presidents have been receiving informational materials and suggestions from our national chairmen. Mrs. Azile Garrison, public relations chairman, Glen, Mont., in cooperation with the Montana Beef Council, piloted a restaurant "tipping-project" in a Mystery Beef-Eater program. This project could easily be carried out by many CowBelle groups.

Mrs. Earl Morrell, general beef promotion chairman, Dunn Center, N. Dak., has provided a good packet of suggestions and materials available to CowBelles for our summer and fall beef promotions.

Mrs. Bea Peterson, New England, N. Dak., chairman of the radio and television committee, has mailed excellent materials compiled by her and her committee, Mrs. Zoya Miller, Colorado Springs, Colo., and Mrs. Lois Claridge, Safford, Ariz., for radio and television shows. I do hope you will enlarge your activities in this important field.

All our national chairmen would appreciate hearing from you about your activities. Mrs. J. B. Williams, Granite Station, Bakersfield, Calif., wants to hear how you promoted Beef for Father's Day and your suggestions and ideas. So much is done and accomplished by our groups, but sometimes we fail to report it.

A good public relations activity in which I hope you will cooperate is the "Farm-City Week" set for November. The national committee is formed from farm, ranch, food, business, manufacturing and other groups to improve the understanding of agricultural business.

Kiwanis International has offered their facilities as a central office and many of their clubs sponsor farm-city programs.

Mrs. Garrison is getting out the information on this program to you now, and here is an excellent opportunity for CowBelles to help tell the real story of our industry and to build good public relations with our city cousins. With the cattlemen you might sponsor tours, or have a picnic or a community gathering. This opportunity to better urban-rural understanding should be utilized.

Betty Smith, President

Beef Promotion

After the general council meeting in Denver, the chairman, Mrs. Earl Morrell, sent a comprehensive list of beef promotion material available from various sources, together with an interesting and informative letter, to the presidents of all state CowBelles. These were to augment the packets of folders, etc., she had prepared and distributed to all presidents attending the Council

PR CONTEST

Notices and entry forms for the second annual cattlemen-CowBelles public relations contest are being distributed by Mrs. Azile Garrison, Glen, Mont., National CowBelles public relations chairman. Once again all groups are invited to submit information on their PR projects for judging by nationally known public relations executives. Deadline is Nov. 15.

meeting. I would like to quote some of this information for the benefit of local and county groups who may not yet have been contacted by their state officers; there may be ideas and material just suited to your present situation.

"It is still Outdoor Cookery season," she says, "and I hope you are finding new and novel ways of boosting beef. Watch your magazines; so many of the better ones have pages and pages of recipes, pictures and helps on this pleasant summer and fall pastime.

"Are you having success with your booths? So many fairs and celebrations take place in late summer and early fall; this is a very good way to contact folks and put the story of beef before them in interesting ways. May I remind you, too, to contact your extension service for suggestions and helps? Exchange of ideas may just be helpful to both.

"I want to remind you again of the fine nutrition material contained in the packet sent to all state presidents at Christmas-time. There you find material excellent for use in the schools. The two booklets, "Tots at the Table" and "Eating for Your Baby-to-Be" would be serving a valuable purpose if distributed to doctors, nurses, hospitals or anyone working with the mothers of the very young. The booklet "Food to Grow On" would be fine for the elementary grades. By the use of individual scoring charts competition is created, to the advantage of the children involved. Each set, the booklet and record sheet, costs 20¢. A free teacher's idea folder is included in orders of 20

sets. Food habits are formed in childhood. Why not help in this easy and novel way?

"The new food value charts in full color are excellent material for teaching nutrition in the higher grades. Each chart costs only \$1.50, which is very inexpensive and would be of great value to teachers in this field of service.

"The fine material put out by the Beef Council is a wonderful help. First you have the Beef Guide Charts; they couldn't be better. Then for outdoor cookery there were those fine recipes for your grill: Steak with Deviled Sauce, Barbecued Beef Chuck Roast, Beef Tenderloin Snack and Beef Flank Steak Grill. That's a variety that should boost the use of beef in outdoor cookery, as well as provide a lot of fun for everyone."

—Clarissa Morrell, Chairman
Beef Promotion

Material Available

Here is a partial list of beef promotion material available with addresses and prices where known:

1. Ten Ways for CowBelles to Promote Beef. From the National Live-stock and Meat Board, 407 So. Dearborn St., Room 825, Chicago 5, Ill.
2. Food and Nutrition material. Also from there.
3. "Tips for Teens." Also from National Live-stock and Meat Board. Price \$2.25 per 100 copies.
4. Helping YOU to Sell Beef. National Beef Council, Room B-3, Green-shield Bldg., Boulder, Colo.
5. Planning A Community Fair Booth. Agricultural Extension Service, P. O. Box 328, Pullman, Wash. 10¢ a copy.
6. The Story of Beef. American Meat Institute, 59 East Van Buren St., Chicago 5, Ill. Ten cents a copy.
7. Kitchen Talk. By Martha Logan, Home Economist, Swift & Co., Chicago 9, Ill. Free, but quantity limited.
8. Meat recipes for the 1960's. From National Live Stock and Meat Board. 10¢ a copy.
9. 21 Ways To Serve Hamburger. From Hunt Foods, Box 604, Fullerton, Calif. No price quoted.
10. Eight Delightful Ways To Keep Slim With Beef. Florida Beef Council, P. O. Box 646, Kissimmee, Fla.
11. How Many People Does It Take To Produce A Steak? From Swift & Co. Agricultural Research Dept., Union Stock Yards, Chicago 9, Ill. Free. (Mrs. Morrell has had large charts made, hand-drawn copies of each drawing on that poster, for use in TV promotion and wherever suitable.)

LEATHER EXHIBIT

Ideas for "Awards of Rewarding Leather" will be sought for, and recognized, through a special all-leather exhibit during the annual convention of the American National CowBelles in Salt Lake City next Jan. 26-28.

This was announced recently by Mrs.

Al Atchison, Englewood, Colo., chairman of the leather exhibit-contest committee of the CowBelles.

The exhibit, in which both amateur and professional leather workers and designers will be invited to participate, will feature items particularly suited as awards, prizes or special gifts at stock shows, fairs, golf tournaments, etc. Mrs. Atchison explained that the committee felt that more items of leather would be included as appropriate awards "if those in charge of various events knew of the many wonderful items now being made of leather."

The exhibit would encourage leather goods manufacturers in making items for prize and award use by presenting the nation's first concentrated look at what is being done in the field and at what might be commercially suitable. Certificates of merit and other suitable recognition will be given outstanding work, with special promotion devoted to new ideas in order that potential manufacturers and users may be alerted.

CowBelles interested in participating in the competition may obtain entry information and forms from their state presidents or from "Leather Exhibit," 801 East 17th Ave., Denver 18, Colo.

Here and There With the CowBelles

CALIFORNIA

The Alameda-Contra Costa County CowBelles met July 6 in Danville. President Mrs. Marie Ginochio of Antioch introduced Joseph Muir, farm advisor with University of California Extension Service, livestock division, who showed "By-Products of Beef" movies.

Guests and new members were introduced. A report was given on the Beef for Father's Day program, with babies born in the Livermore and Martinez hospitals receiving a case of baby beef and a beef certificate for \$5.

Report was made of a turnout of 120 at the barbecue held at Antioch Fairgrounds. Mrs. Marion Ehlers, chairman of the fair booth, reported winning first prize for Alameda County, \$200, and that the next project was setting up a booth for the Antioch fair. Convention plans were reported, and also the nutrition program held at Diablo Country Club in May.

COLORADO

Revision of the statewide CowBelle program was made at an executive committee meeting held June 24 at the Shirley-Savoy Hotel in Denver. Colorado CowBelles will concentrate their efforts on just three projects—"Beef for Father's Day," sale and distribution of beef promotion material and the hunter-landowner program—during 1960. Before the official vote was taken State President Mrs. Charles Money gave tallied results on 28 questionnaires returned from local units. In these, CowBelles had been asked to place six

programs in what they considered to be the order of importance and value. This year's program was based on the results of the survey, with other projects set aside to be considered later.

Mrs. R. A. Burghart of Colorado Springs, chairman of the committee to revise the constitution and by-laws, discussed changes with the committee and was given an okay on the final draft.

Mrs. Money announced that Mrs. Lucile Clark of Littleton had donated \$400 for the purpose of presenting a CowBelle show over KRMA-TV. Mrs. Lars Prestrud and Mrs. Lyle Mariner were appointed to meet with Mrs. Clark for further information on the proposed program. The committee also voted to donate \$250 to both the National Beef Council and the American National CowBelles for beef promotion.

FLORIDA

The newly organized Hillsborough County CowBelles sponsored a summer picnic supper party in the Riverview Civic Center on Aug. 5. After a potluck supper the CowBelles and cattlemen held short separate business meetings.

June and July had been busy months for this new group. On June 10 the ladies made a trip to Reddick to attend the Marion County Cattlemen's summer meeting, visiting and talking with the ladies concerning forming a statewide CowBelle group. They plan to organize in the fall.

On June 15-17 a group of Hillsborough CowBelles attended the Florida Cattlemen's Association meeting at West Palm Beach. Again they found a definite interest in a CowBelle organization.

Plans are shaping up for the formation of the Florida CowBelles during the Cattlemen's mid-winter convention, Oct. 5-7, in Tampa.

IDAHO

The Mini-Cassia area Cow-Belle Club of Idaho was formed recently at a luncheon in the National Hotel, Burley, Idaho. Mrs. Ernie Jones, Rupert and Mrs. Orlo Montgomery, Heyburn, were co-chairmen. A group of area women voted to form the club that will promote beef in south central Idaho, help in scholarship sponsorship and "Father of the Year" programs. Officers elected were: Mrs. Merle Clayville, Burley, president; Mrs. Orlo Montgomery, Heyburn, vice-president; Mrs. Gaylord Phillips, Heyburn, secretary-treasurer, and Mrs. Denny Curtis, Burley, historian.

MONTANA

Local Montana CowBelle groups will sponsor beef preparation courses in the state's high schools as an expansion of the work done last year in home economics classes. . . . Phillips County (Montana) CowBelles are making reusable baby bibs featuring "Eat Beef" designs for local hotels, restaurants and motels. "Eat More Beef" gummed stickers also served as admission tickets for the county fair.

American Cattle Producer

Public Relations Contest-1959

Group: Oregon CowBelles

Nominator: Mrs. Kent Magruder, Clatskanie, Ore.

Award: Merit

Description: Presenting an exhibit of the Oregon beef cattle industry at the Oregon Centennial Exposition and Trade Fair through formation of Beef, Inc., a non-profit organization.

Objectives: To tell the story of the progress of our industry and its future and to give the public a better understanding of our problems, to the common end of beef promotion and public relations.

Method: An exhibit of fresh meat to assist the consumer in identifying retail cuts;

A sound and slide "sellevision", telling that "a steer is not all steak" but that parts are delicious when properly prepared;

Personal contacts and presentation to heads of families of a "Better Buy Beef" brochure prepared for Beef, Inc., by the National Live Stock and Meat Board;

Demonstration by dioramas and transparent pictures of the modern ranch and feed yard and the historic ranch;

Presentation of industry movies.

Financing: Beef, Inc., was formed to solicit the industry. Most of the money was contributed by the producers themselves through contributions, Cow-Belle potlucks and auctions. 1,183 individuals contributed \$45,872.15.

Cost: \$39,005.92. However, the exhibit had an estimated value of \$80,000. Numerous organizations contributed movies, and every major retailer in the Portland area provided the fresh meat exhibit. Remaining funds went to the Oregon CowBelles.

Problems: Careful organization and complete cooperation eliminated any special problems.

Results: In the 100 days of the exhibition, 1,300,000 paid admissions. The "Old Opera House," where cattle industry movies were shown, had an attendance of 50,000. Distribution of 100,000 of the "Better Buy Beef" brochures.

Accomplishments: Portland retailers created additional impact through expanded beef promotion and advertising. Wide publicity was given by the press.

Adaptability: Parts of this comprehensive exhibit could be adopted individually by other ranch groups.

Once Thriving Town Now Part of Ranch

A ghost town of their own. The unusual claim can be made by Oregon's Rouse Bros., whose address used to be Whitney but is now Hereford, Ore. The story of the one-time active town of Whitney which is now a part of the ranch of these long-time (since 1920) American National members is written up in a recent issue of the Oregonian.

The town of Whitney, which lies in Whitney Valley 15 miles from McEwen on the Baker-Sumpter Highway and from a junction on Highway 7 near Hereford, 16 miles away, started to flourish in the early 1900's when the narrow-gauge Sumpter Valley Railway line was put through. Considerable gold mining was being done within 15 miles of Whitney, and in 1907 the Oregon Lumber Co. built a sawmill. This was a signal for incorporation of the hamlet, which had an official population of 55 in the 1910 census.

In 1918 the sawmill burned, the mines were beginning to close and the roundhouse ceased operating. From a high of 97 persons in 1920, the popula-

of Whitney dropped to 36 in 1930 and to 19 in 1940. The 1950 count after the war showed only three people in the town, and soon they also left. Now a few houses are only briefly occupied each year during cattle drives and hunting season.

Whitney did come to life again in 1930 for a short time. Then, a good-sized sawmill was again constructed just east of town, where the Oregon Lumber Company employed about 75 men. However, when the company had cut out a block of privately owned timber during the next five years, the town again reverted to its ghost status. Dozing midway between Baker and Prairie City, it now gives little sign of the bustling community it once was.

Named for a Champion and STILL a Champion

"SLATS DAWSON"



The styling of this 12-inch beauty, the durable calf leather in Benedictine color, and the comfortable fitting qualities make this one of the champions in the NOCONA line.

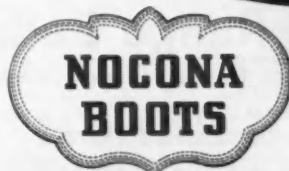
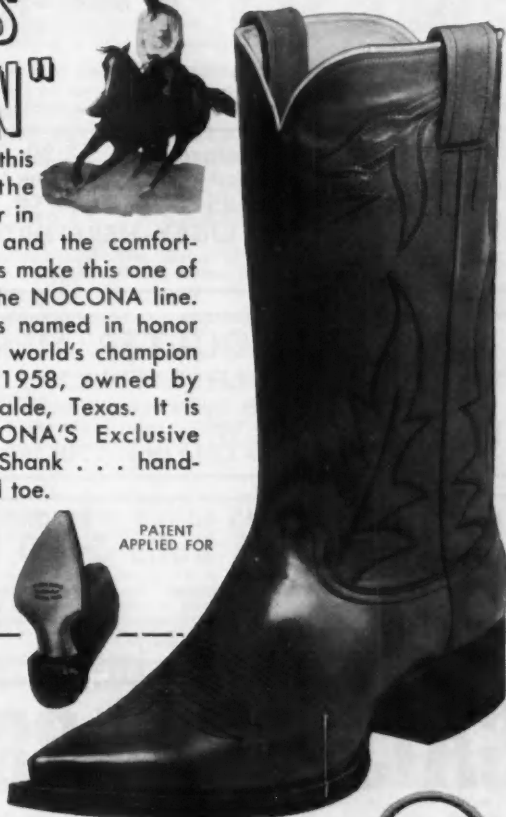
This number was named in honor of "Slat Dawson", world's champion cutting horse of 1958, owned by George Pardi, Uvalde, Texas. It is made with NOCONA'S Exclusive Thin-Line Cushion Shank . . . hand-boxed, low pointed toe.

NOCONA'S NEW
Thin-Line
CUSHION SHANK



PATENT APPLIED FOR

See This Style and Service Champion AT YOUR DEALER'S



for the man who appreciates quality

STYLE NO.
1093

NOCONA BOOT CO., Inc., ENID JUSTIN, President, NOCONA, TEXAS

SALES

**Oct.
7
Wyo.**

70 Quality BEEF-Producing Bulls
Sons of WHR Target 43 . . . Vern Diamond . . . WHR Lord Vern 17
. . . WHR Lord Vern 53
Sale date: October 7
Wyoming Hereford Ranch, Cheyenne, Wyo.
Send for catalog

**OCT.
8
Mont.**

N BAR ANGUS PRODUCTION SALE
OCT. 8—AT THE RANCH
Offering 75 Reg. Bull Calves, 50 Reg. Heifer Calves, 300 Comm. Heifer Calves, 25 Cows.
N BAR RANCH, Grass Range, Mont.

**Oct.
10
Nebr.**

MESSERSMITH'S ANNUAL AUCTION of PRODUCTION TESTED BULLS
at the ranch, Oct. 10, 1960
The tops from a crop of 126 yearlings with complete weight and gain data. Females and bulls at private sale at all times, also.
F. E. Messersmith & Sons Alliance, Nebraska
"Our Herefords build the beef where the highest priced cuts of meat grow."

**OCT.
12
Idaho**

Hereford Sale 12:30 P.M.—Oct. 12
At Rexburg L. S. Auction Barn 1 mi. no. of Rexburg
25 BULLS — 50 FEMALES
HARLO RIGBY HEREFORDS, Rexburg, Idaho
We invite you to our sale of 75 head. Visit the home ranch, 5½ miles west of Rexburg and see our breeding herd.

**Oct.
15
Nebr.**

COULTER HEREFORDS
SALE: SATURDAY, OCTOBER 15
60 big, rugged, coming two year old bulls. 100% dwarf free pedigrees.
Sale at ranch 18 miles southwest of Bridgeport, Nebraska.
BERN R. & CALVIN L. COULTER, Bridgeport, Nebraska

**NOV.
19
S. Dak.**

BONES BONUS HEREFORD SALE—Nov. 19
Parker S. Dak. **50 Bulls & 30 Bred Heifers**
Quality plus Pedigree, plus lots of satisfied registered and commercial breeders. Cattle selling in excellent breeding condition. More top herd bull prospects than ever offered before. Write for catalogue to:
Bones Hereford Ranch Parker, So. Dak.

SALE—Nov. 28, 1960
175 Head Hereford Range Bulls
✓ Check the record: CK Bulls produce the top feeder calves
"It's the performance that counts"
Write for catalog
CK RANCH
Brookville, Kansas

BREEDS, SHOWS

SANTA GERTRUDIS BULLS GO TO 2 ASIAN NATIONS

Cowart Cattle Company of Henderson Tex., reports the sale of 13 yearling 1,000-pound-average Santa Gertrudis bulls to the governments of Cambodia and Vietnam. They are the 40th and 41st countries of the world into which the breed has been introduced; the animals will be used to up-grade the native cattle in these Asian lands, which consist mostly of small, yellow cows in the 650-pound range.

GERTRUDIS DISPLAY HERD TO BE IN 3 SHOWS

Santa Gertrudis Breeders International, Kingsville, Tex., recently announced completion of plans to exhibit a composite display herd of top quality cattle of the breed at three major expositions during the 1960 fall show season. The animals will be shown at the American Royal Livestock and Horse Show, Kansas City, Mo., Oct. 14-22; Grand National Livestock Exposition, San Francisco, Oct. 21-30, and the International Livestock Exposition, Chicago, Nov. 25- Dec. 3. The exhibit will be assembled in Dallas in mid-October.

CHICAGO YARDS SLATE 4 FALL FEEDER SALES

Four fall feeder cattle sales will be held at the Chicago Stock Yards this year. Dates for the sales are Sept. 30, Oct. 14 and Nov. 11. The 16th annual Chicago Feeder Show and Sale will be held Oct. 27-29. Last year more than \$2.5 million worth of feeder cattle were sold at the four Chicago sales, with nine states represented in the consignments.

\$75,000 PREMIUMS SET UP FOR 1960 AMERICAN ROYAL

Officials of the 1960 American Royal Livestock Show to be held Oct. 14-22 at Kansas City report that cash awards and prizes totaling more than \$75,000 will be awarded in this year's show. Stocker and feeder events promise to bring record entries as a result of favorable range conditions throughout the nation. Last year 10,041 head of commercial cattle were sold to 71 buyers from 13 states. All cattle activities at the Royal show will be named the Arthur D. Weber Cattle Show in honor of the dean of agriculture at Kansas State University, Manhattan.

ANGUS ASSOCIATION NAMES ACTING REGISTRAR

Wayne R. Cooper has been appointed acting registrar of the American Angus Association, assuming the duties of the late A. R. Birmingham. Mr. Cooper, a native of Missouri, has been with the association since its offices were moved from Chicago to St. Joseph in June 1956.

SAN FRANCISCO SHOW OPENS OCT. 21 FOR 10 DAYS

The 16th annual Grand National Livestock Exposition, opening Oct. 21 for a 10-day run at San Francisco's Cow Palace, will offer cash prices for beef cattle totaling \$44,650.50 of the grand total of \$91,814.50 for the exposition. The new two-day National Feeder Show and Sale will offer \$8,820. Also new this year, pens of two registered bulls will compete for \$2,433 in prize money.

FOUR YOUTHS SUE OVER CHICAGO SHOW BAN

Four teen-agers, part of a group of 16 exhibitors last year disqualified from showing their steers in the Chicago International Livestock Exposition, have brought suit in the matter for a total of \$1 million. Their animals were barred from the competition under a new rule designed to prevent unethical fitting. (Five of the carcasses were later examined after slaughter by state veterinarians who reported they found no evidence of such unethical fitting.) The four \$250,000 suits claim the reputations of the plaintiffs were wrongfully damaged by the incident.

AMERICAN ANGUSMEN WITNESS RECORD PRICE SALE

American cattlemen who visited the 1960 Palermo International Livestock Exposition in Buenos Aires, Argentina, while on an Angus-association-sponsored South American tour, saw the setting of a new world record when the grand champion Aberdeen-Angus bull of the show sold at auction for 11 million pesos (\$134,200.) In 1959 the Angus champion had set the previous record at 7 million pesos.

LASATER RANCH SELLS CATTLE ON UNIQUE BASIS

During August, cattlemen from eight states took delivery of Beefmaster bulls and bred cows at the Lasater Ranch, Matheson, Colo. It was the 11th year of operation under the Beefmaster Plan, a unique mail order cattle marketing plan. All cattle sold under the program are contracted sight unseen—sometimes months in advance. At time of delivery, buyers make their selections in order in which their signed contracts were postmarked; the price is the same for all, but each buyer receives a freight allowance based on the distance between his ranch and Matheson. The ranch will have about 100 yearling Beefmaster steers for September delivery.

2 KING RANCH BULLS AVERAGE \$12,804 IN S.A.

A report from Buenos Aires states that King Ranch Argentina recently sold two purebred Santa Gertrudis bulls at public auction for \$14,634 and \$10,975. Bidding was reported lively on the two yearlings, the first of the breed

BULLS

FOR SALE AT PRIVATE TREATY

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

Annual Sale Oct. 8

N BAR RANCH, Grass Range, Mont.

Rocky Mountain SANTA GERTRUDIS PUREBRED BULLS AND HEIFERS CHEROKEE RANCH

Sedalia, Colo.

T. K. WALKER, Owner
Phone—PY 4-5700
(25 mi. South of Denver)

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

offered at public auction by the King operation in Argentina.

CHARBRAY SHOW STRING TO TOUR COUNTRY

The American Charbray Breeders Association will sponsor a show string representing typical animals of the breed from some of the country's top herds. The large, rugged white animals will be on view at fairs and stock shows in the Midwest and in the north central states.

ANGUS ASSN. NAMES

GLOWATY PERSONNEL HEAD

The secretary of the American Angus Association, Frank Richards, announces appointment of Edward G. Glowaty as director of personnel of the national breed organization headquartered in St. Joseph, Mo. He has served as office manager of the organization since it moved from Chicago in 1956; he first joined the group in 1952.

PERFORMANCE-TESTED Herefords

12th consecutive year under University of California specifications. Range Bulls with size, quality, coming twos. Blood Tells, Quality Sells on Any Market.

WALTER S. MARKHAM

Registered & Commercial Herefords
Box 638 Ph.: Harrison 4-1612
SALINAS, CALIFORNIA

Member California Beef Cattle Improvement Assn.

THE PLACE TO LIST SALES

ENGLISH HEREFORDS

Imp. Sugwas Feudal in Service.
Range Raised Bulls For Sale.

LAZY G RANCH

Wm. H. & Mary Graham, Lakeport, Calif.
Phone: Colony 3-4003. Take Bell Hill Road out of Kelseyville, turn left at Highland Sprgs. Rd., 4 1/2 miles.

WHEATLAND RANCH

Aberdeen-Angus Breeding Stock
For Sale

James B. Hollinger Chapman, Kan.

ization, he said, is aimed at aiding the industry search out and identify those lines within all breeds which are producing an acceptable "meat type" animal at the desired market weights, and to make its offspring available to registered and commercial cattlemen alike.

PRI HEAD POINTS TO MODERN BEEF APPROACH

The president of Performance Registry International, F. R. Carpenter of Hayden, Colo., has told 300 cattlemen at College Station, Tex., that "the beef cattle industry is on the verge of a volcanic eruption in the form of performance testing as a method of selection of better producing cattle." He said the cattlemen must face two big problems today: efficient, profitable production for the beef producer and feeder, and an even more consumer-pleasing quality of beef. His organ-

100% PRECISION BATCH MIXING

• on ensilage, antibiotics, grains, chopped hay, supplements, hulls, mesquite, cobs, ear corn, pellets, vitamins, etc., and **LIQUID MOLASSES!**



The one and only Davis Transit Mixer-Feeder, for truck or tractor PTO.

It has to be built like a battleship and **IT IS!**

ASK FOR FREE CATALOG "THIS IS AUTOMATION"

DAVIS BUILT **HCD SINCE 1894** **H. C. DAVIS SONS** **MANUFACTURING COMPANY**

ACP-185 • BONNER SPRINGS, KANSAS



Authentic Western Christmas Cards

Warm and friendly . . . religious, serious, humorous . . . 14 exclusive cards designed by famous Western artists. All new and different Western Christmas scenes in full color for our 14th Annual Roundup. Available by mail only. Send \$3.50 for 25 assorted cards or 10c for sample card and complete illustrated catalog. Same day reply! Satisfaction guaranteed or money back. We pay postage! Order today!

LAZY RL RANCH P.O. Box 930F Boulder, Colo.

Deaths

Dr. A. F. Vass: The former head of the department of agricultural economics at Wyoming University passed away at his home in Laramie on Aug. 15 after long illness. A Kansas native, Dr. Vass had started with the university as an associate professor in 1917, and through the years had taken an interest in many livestock and research groups and activities. He was a life member of the Wyoming Stock Growers Association. His colleagues have established the A. F. Vass Memorial Scholarship Fund, to assist deserving students in agriculture.

Don McRae: Mr. McRae, who in May was elected first vice-president of the Montana Stockgrowers Association at the annual convention in Missoula, died unexpectedly at Forsyth last month. He was widely known among the state's stockmen and had previously served the association as a member of the executive committee.

Lewis T. Nordyke: A heart attack killed this well known newspaperman and author in July at Marfa, Tex., where he had gone to gather material for his writing. Mr. Nordyke, 54, was a native of Texas, and among his numerous books was included "The Great Roundup", a history of the Texas & Southwestern Cattle Raisers Association.

William States Jacobs, Jr.: The son of one of the founders of the American Brahman Breeders Association and himself well known in the industry, Mr. Jacobs died in July at Houston.

Government Bureau Moving To Settle Old Land Trades

Under a law passed on July 6, 1960, the government is moving to clear title to tracts on national forest and park lands. In the past there have been private lands within these federal lands transferred to the United States and in most cases the titles have been settled, but in some cases "lieu selections" were not filed or carried through. So, any person having "compensable claim" for lands conveyed to the United States has a year from July 6, 1960, in which to submit his claim to the Department of the Interior or the Bureau of Land Management.

If we consume meat at the 1959 rate, says Robert L. Coppersmith, extension economist at Kansas State University, in 1965 we will need to slaughter 17% more cattle, 11% more calves, 18% more sheep and lambs and 10% more hogs. In 1970, he says, we would slaughter 28% more cattle, 22% more calves, 29% more sheep and lambs and 20% more hogs.

HERRELL DeGRAFF'S BOOK

Initial copies of "Beef Production and Distribution," Dr. Herrell DeGraff's report of the beef business, have come in from the bindery, and those who sent in pre-publication orders should have received their copies by now.

A limited number of copies are available to American National members at \$5 each, postpaid, from the American National office. Upon publication date of Sept. 22, all books must be obtained from book stores or from the University of Oklahoma Press, Norman, Okla.

Members who have not already ordered a copy may send their check for \$5 for each copy to Fact-Finding Committee, American National Cattlemen's Association, 801 East 17th Ave., Denver 18, Colo.

The 275-page book is an expanded and "popularized" version of reports submitted by Dr. DeGraff, Babcock professor of food economics at Cornell University, to the fact-finding committee of the American National. Dr. DeGraff has been serving as research director and consultant to the committee for three years.

"Beef Production and Distribution," in spite of its title, touches little upon what Dr. DeGraff calls the "dynamics of cattle production," because, as he terms it, "the facts of beef breeding, feeding and range management are well known to any cowman."

"But cattlemen participate in an economy that becomes ever more complex. With live animals as their unit of sale, they are not turning out a product in either the final form or place that is desired by consumers. Firms far removed from the ranch or feedlot perform many intermediate services to convert cattle to beef and to make beef attractive and competitive in the consumer market."

Prof. DeGraff then develops, through nine interrelated chapters, an objective picture of what it takes to get the beef animal along the path toward growing and continued popularity. Because the violent backlashes of cycles in cattle numbers are of serious concern to beef-makers, he dwells extensively on the cyclical nature of the business and upon the critical need for balancing supply with "reasonable demand."

Dr. DeGraff also provides students of the industry with a comprehensive analysis of the entire feeding, marketing, processing and distributing system. He concludes with a speculative study of new production, processing and merchandising practices.

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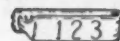
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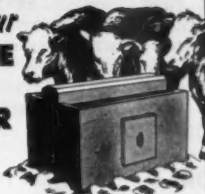
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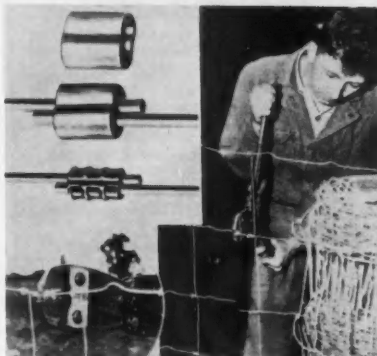
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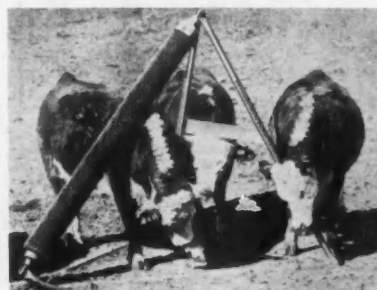
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Louisiana & Mississippi Areas In Emergency Feed Status

In late August eight parishes in Louisiana were designated for emergency feed sales. Previously nine parishes in the state and 34 counties in Mississippi had been designated as emergency feed areas under the program permitting purchase of government-owned feed grains at current support prices. In all, 51 counties or parishes are in the emergency program. The USDA secretary, after certification of the governor of a state, is authorized to designate emergency areas if he decides there is a feed shortage as a result of flood, drought, hurricane, tornado, earthquake, or other catastrophe, including disease or insect infestation. In the Louisiana and Mississippi cases drought and the last long cold winter made the areas eligible.



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A Holstein cow owned by Elmo Woodard, Cleburne, Tex., gave birth to a 152-pound calf. This weight is about 70 pounds more than Holsteins normally weigh at birth. The cow was bred by artificial insemination.

A Brown Swiss cow owned by Gerald Seyers, whose farm is located near Brandon, Iowa, recently gave birth to quadruple calves. The newcomers were artificially sired by an Angus bull.

FOREIGN Notes

AUSTRALIA

The Australian ship Himalayan left for the United States on Aug. 2 with 461,440 pounds of frozen beef. During the first two weeks of July, six ships left Australia with 15.9 million pounds of frozen beef for U. S. ports. Four ships left the week of July 18 with 5.5 million pounds for our ports. In the first half of 1960 Australia sent us 59.8 million pounds of beef and veal, compared with 78.4 million in 1959. New Zealand sent 60.3 million pounds in 1960 (61.5 million in 1959).

CANADA

The Canadian cattle and calf population as of June 1, 1960, was estimated at a record 11.5 million head—an increase of 3.5% during the year. Beef cow numbers were up 2.7%, steers 8.3%, beef heifers 3.1%, calves 4.5%, and milk cows and heifers 1.7%.

NEW ZEALAND

An organization has been set up in New Zealand to develop meat export markets outside the United Kingdom. It is called the New Zealand Meat Export Development Co. and is controlled by the Meat Producers Board and the New Zealand-owned Freezing Works Association.

BRAZIL

A new vaccine against hoof-and-mouth disease is reported developed by an inter-American research center in Brazil. Work will continue in an effort to produce a single vaccine effective against all three of the major strains of the disease.

WORLD

There are now 983 million sheep in the world. This is the 13th consecutive annual increase, resulting mainly from larger numbers in the Communist bloc countries.

RUSSIA

The Iowa rancher and hybrid seed corn raiser who played host last year to Nikita Khrushchev, Roswell Garst of Coon Rapids, recently shipped 200 unbred heifers to Russia.

JAPAN

On July 1 Japan placed cattle hides and calf and kip skins on the automatic approval list, the Foreign Agricultural Service reports.

Hawaii Has 185,000 Cattle; 166,000 Beef Animals

Beef herds in the state of Hawaii on Jan. 1 of this year contained 166,100 head of cattle and calves and there were 506 ranches spread over the five islands with 10 or more head. Total number of cattle and calves, including dairy animals, was 185,900; the calf crop comprised 67% of the total.

BULLS for our annual auction at the ranch Oct. 10 are coming along fine. They are fed on pasture for better do-ability in the hands of new owners. Over half probably will be sired by L6Domino 8. Check with us before the sale about the outstanding rate-of-gain and efficiency recorded by his offspring.

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Calendar

11/12/3
11/17
11/20/21
11/22/24

Sept. 16-20—American Meat Institute meeting, Chicago.
Oct. 17-18—Fall meeting, National Hide Assn., Chicago.
Oct. 18-20—Florida Cattlemen's Assn. convention, Tampa.
Oct. 19-20—Tanners Council meeting, Chicago.
Oct. 21—California Cattle Feeders, board of directors, San Francisco.
Oct. 27-28—National Swine Industry Conference, University of Kentucky.
Oct. 30-Nov. 1—47th convention, Idaho Cattlemen's Assn., Boise.
Nov. 10-12—Oregon Cattlemen's Assn. convention, Medford.
Nov. 11-12—Nevada State Cattle convention, Elko.
Nov. 12-19—National Grange meeting, Winston-Salem, N. C.
Nov. 14-15—Industry-wide Beef Grading Conference, Kansas City.
Nov. 14-15—National Agric. Credit Conference (ABA) Denver.
Dec. 1-3—Arizona Cattle Growers meeting, Tucson.
Dec. 7-8—Oklahoma Cattlemen's convention, Tulsa.
Dec. 8-10—California Cattlemen's convention, Santa Barbara.
Dec. 9-10—Utah Cattlemen's convention, Salt Lake City.
Dec. 11-15—American Farm Bureau Federation meeting, Denver, Colo.
Jan. 11-13—Mississippi Cattlemen's convention, Jackson.
Jan. 13-21—National Western Stock Show, Denver.
Jan. 19-20—North Carolina Cattlemen's meeting, Raleigh.
Jan. 22-25—Nat'l Wool Growers Assn. convention, Denver.
Jan. 25-28, 1961—64th annual convention, American National Cattlemen's Assn., Salt Lake City, Utah.

WHOLESALE MEAT PRICES

	(Chicago)	Aug. 25, 1960	Aug. 27, 1959
Beef, Choice		\$38.50-43.00	\$43.50-46.00
Beef, Good		38.00-42.00	41.50-44.50
Beef, Std.		34.50-38.50	40.00-43.00
Veal, Prime		50.00-53.00	54.00-57.00
Veal, Choice		47.00-50.00	49.00-53.00
Veal, Good		41.00-48.00	44.00-51.00
Lamb, Choice		39.00-45.00	43.00-47.00
Lamb, Good		38.00-42.50	41.00-45.00
Pork Loin, 8-12#		43.50-46.50	37.00-40.00

CHICAGO LIVESTOCK PRICES

	Aug. 25, 1960	Aug. 27, 1959
Steers, Prime	\$25.00-26.50	\$28.00-29.50
Steers, Choice	23.00-25.50	26.75-28.25
Steers, Good	21.25-23.50	25.00-27.00
Steers, Std.	20.00-21.50	23.50-25.00
Cows, Comm.	13.00-15.75	18.00-19.50
Vealers, Gd.-Ch.	22.00-25.00	31.00-33.00*
Vealers, Std.	17.00-22.50	25.00-31.00
F.&S. Strs., Gd.-Ch.	21.00-27.50	25.00-35.50
F.&S. Strs., Cm.	18.00-21.50	23.50-28.00
Hogs (180-240#)	15.75-16.50	14.00-15.00
Lambs, Gd.-Ch.	16.00-20.00	18.00-22.00
Ewes, Gd.-Ch.	3.75- 5.00	4.00- 5.00

COLD STORAGE HOLDINGS

	(In thousands of pounds)	July 1960	June 1960	July 1959	5-Yr. Avg.
Frozen Beef		135,917	135,599	152,261	113,082
Cured Beef		9,671	9,746	12,437	10,141
Total Pork		291,173	351,127	248,352	246,119
Veal		7,590	7,733	8,450	8,668
Lamb, Mutton		13,057	11,654	17,374	10,151

FEDERALLY INSP. SLAUGHTER

	(In thousands)	Cattle	Calves	Hogs	Sheep
July 1960		1,592	374	4,394	1,113
July 1959		1,537	382	5,184	1,107
7 mos. 1960		10,880	2,827	38,918	7,814
7 mos. 1959		9,870	2,736	38,012	7,820

(Cow and heifer slaughter made up 43.1% of total federally inspected cattle slaughter, against 40.9% in July 1959.)

September, 1960

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